

AMERICAN NURSERYMAN

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

JUNE 1, 1959

Serial Dept.

MAY 25 1959



Syringa Vestale

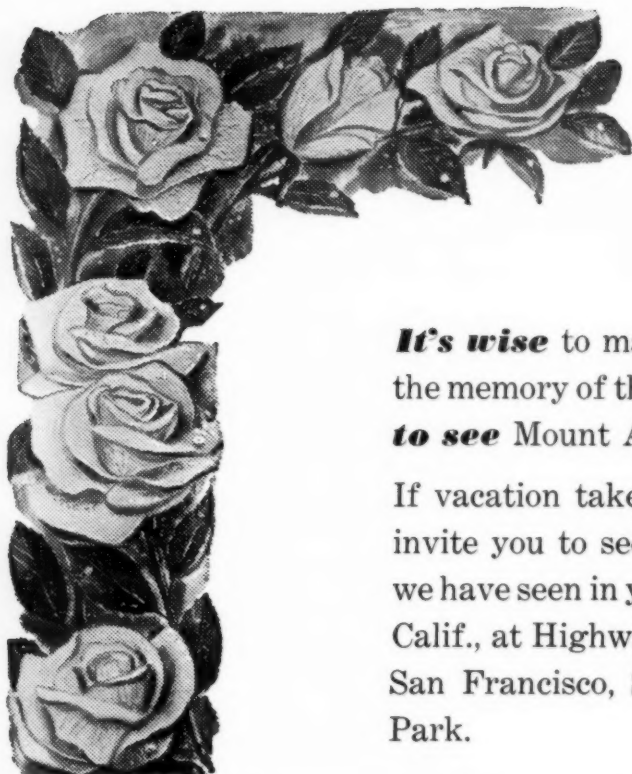
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AMERICAN NURSERYMAN

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The Nurseryman's Forte: To Make America More Beautiful and Fruitful

VOL. CIX, NO. 11

JUNE 1, 1959

Founded 1904

With which was merged 1939
THE NATIONAL NURSERYMAN
Established 1893



Published on the
first and fifteenth
of each month by the
AMERICAN NURSERYMAN
PUBLISHING COMPANY
343 South Dearborn Street,
Chicago 4, Illinois
Telephone: WAbash 2-9011



Subscription Price:
\$5.00 per year; outside
United States, \$6.00;
Single Copies, 25c.



Advertising Rates
On Application.
For Closing Dates
See Next Page.



Second-class postage
paid at Chicago, Ill.

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MAIL COPY FOR THE BIG JULY 15 ISSUE (A.A.N. SPECIAL NUMBER)
TO REACH THE OFFICE THURSDAY, JUNE 18.
 Mail copy to arrive at Chicago by these dates—no later!

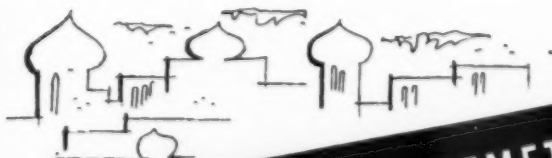
by the beard of Allah
**these roses will fill thy
 coffers with gold....**

Step forward oh merchant with the hungry look. It is of roses we must speak. Allah be praised! Such noble offerings have rewarded our toil this year. Roses of Number 1 grade—to fill the sacred temples to overflowing. No. 1½ grade—suitable for the Maharaja's own garden.

All the popular patented and non-patented varieties, including new roses hard to obtain as the elephant's tusk, old roses as fragrant as incense, All-America winners precious as Kashmir silks. One thousand salaams to our own thrice-blessed incarnations, Angel Wings and Governor Rosellini.

East is East and West is West. But the twains that carry Howards of Hemet roses go everywhere. Mecca sure you send for thy new wholesale catalog before sunset.

"Seasoned Rosebushes"
 for the wholesale trade exclusively



HOWARDS of HEMET
"Seasoned Rosebushes"
HEMET • CALIFORNIA

AMERICAN NURSERYMAN

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Editorial

WINTER DAMAGE

Early in spring comment appeared on this page as to the extensive damage done to some types of nursery stock both in nurseries and in home gardens. The delayed spring in some sections caused nurserymen to defer estimates of the injury until the exact extent could be determined. In some cases this will not be known until later, but inquiries and complaints of home gardeners have required increased attention.

Roses, even long-established plants of varieties that normally stand low temperatures, have succumbed. Taxus and some other evergreens have suffered severe injury and even losses. Rhododendrons, azaleas and holly were damaged in the northeast.

Some plants are slowly making a comeback, but whether they will survive in their weakened condition is a question. Evergreens may outgrow the windburn, but some older specimens are severely damaged. The experienced nurseryman has trouble making an estimate because of the unusual weather conditions of the past autumn and winter, as well as the current spring.

The same conditions did not prevail generally throughout the northeastern and north central states, but some phases were present in any locality. So an explanation of the weather and its effect contained in a special bulletin sent to members of the Connecticut Nurserymen's Association may assist others in appraising damage. It reads in part: "Last fall the weather was warm and very wet. Plants kept growing well into November so that when a hard freeze came, it caused heavy damage. Plants had no opportunity to harden gradually. Then during the winter months, lack of snow cover caused frost to go down deep, freezing roots so that they could not carry moisture upward. High winds then burned both wood and needles, in the case

of evergreens. Frost depths went as low as a phenomenal 42 inches, which damaged many ornamentals, especially evergreens used in foundation plantings."

Such a combination of weather conditions as was experienced during 1958-59 is so rare that it may not happen again within the lifetime of the present generation. Hence many retail nurserymen adhere to a policy that if stock sold in the spring of 1958 grew successfully last year, responsibility cannot be accepted for winter losses clearly attributable to the weather.

Of course, the same conditions have caused damage and losses to many growers of nursery stock in the states where the unusual weather prevailed.

CALIFORNIA PROMOTION

Retailers and industry leaders in other states, as well as in California, will read carefully the account in this issue of the promotional experiment carried out by members of the California Association of Nurserymen during 10 days of April and termed the California Can-Can Carnival of Nursery Values. It will be studied not only for its methods and success in promoting the sales of the industry and public interest in its retail outlets, but also as a possible solution to the problem, particularly widespread this spring for several reasons, of competition from other retail outlets outside the industry offering nursery stock. The stress on the values offered by retail nurserymen and garden centers over a short period may be more effective in highlighting the comparison with the hit-and-run type of merchandising by other outlets, and the publicity and advertising obtained by the participating members, as well as the industry generally, will extend over a longer period.

The introduction of modern methods of merchandising to many retail nurserymen not hitherto familiar with them, as discovered in the California promotional campaign, will undoubtedly have lasting results. Other members who join in the autumn campaign will add effectiveness, as will also the example of the participants on their fellows and competitors within the industry.

The results of the California experiment remain in part to be analyzed and measured, but the early reports of its success will merit close study by retail nurserymen and the

leaders in state associations in other parts of the country.

VARIETIES TO DISCARD

Popular genera such as roses, lilacs, crab apples and flowering cherries, among woody plants, not to speak of the larger number among herbaceous items, seem to multiply in variety constantly by the efforts of commercial and amateur hybridizers. Newer varieties are constantly tested, and a few are found of outstanding merit to supplant the old. But nurserymen are often reluctant to discard their old varieties, either because of popular demand or because of their easy production. But it should be done to keep abreast of the times, to serve the public best and to enhance one's profits in the long run.

Of the list of about 200 varieties of crab apples in the discard list of Dr. Wyman published in the May 1 issue, nearly half are still in the trade. Of lilacs, discussed in his article in this issue, the discard list is too lengthy to publish, as 500 varieties are grown at the Arnold Arboretum alone and 308 varieties are offered by nurserymen. Each propagator, therefore, should scan his list in comparison with that of the recommended varieties and give the matter not only thought, but action.

FILMS BEING WORN OUT

The movie films circulated at trade meetings and at a variety of groups of home gardeners, through state extension services and other agencies, are so much in demand that prints of them are literally being worn out. They are titled "Landscape for Living" and "Basic Technique for Home Landscaping," the latter distributed by the United States Department of Agriculture. The reports from nurserymen's employees, garden clubs, television station operators and other film audiences are most enthusiastic. Not only have the films educational value, but they are creating more nursery stock sales.

L. J. ENRIGHT, formerly associated with the department of horticulture of the University of Maryland, College Park, Md., has left that post to enter private practice as a consultant forester, landscape architect and ornamental horticulturist at Silver Springs, Md.

State-Wide Promotion in California

Planning, Organization and Timing Pay Off in Nurserymen's Can-Can Carnival

By Richard B. Kilner

The California Can-Can Carnival of Nursery Values, the first industry promotion on a state-wide basis, is now history. And the question is not "Was it successful?" but rather "Just how successful was it?" Participants and observers are agreed that this cooperative venture definitely was a success. But future promotions may be even more successful, having the benefit of lessons learned during this first effort.

A similar and enlarged promotion for autumn was recently approved by the board of directors of the California Association of Nurserymen during their meeting at Carmel, Calif. Certainly this decision is a vote of confidence for the benefits of such a joint merchandising program.

Plans for this first state-wide promotion took shape last year under the guidance of the Alfred M. Pettler Advertising Agency, Orinda, Calif., which handles the C. A. N. publicity and promotion. The basic idea was for nurserymen, who as a group have not been noted for their merchandising activities, to do a better job in letting the public know that it is at nurseries that it will find the greatest values in plants, materials and accessories for gardens.

The plan was introduced at the C. A. N. 1958 state convention at Palo Alto last September. There was a discussion on the objectives, costs and mechanics of the promotion and a display of the materials. During the following months, Mr. Pettler attended chapter meetings through-

out the state, and the C. A. N. executive secretary, Elmer Merz, kept members up to date on arrangements for the campaign and encouraged their efforts through regular releases.

A cooperative promotion with a state-wide scope was new to the industry and a radical step. As such the program was not without its problems before it became a reality. It was greeted with enthusiasm by many nurserymen as the type of activity the industry needed to meet increased competition from other merchandising-minded outlets. Some condemned the idea as smacking of an outright bargain sale unbecoming to the industry. But undoubtedly the largest segment of the dissenters was composed of the many nurserymen who lacked an understanding of the program or a familiarity with the methods to be used.

Educational Work Necessary

This brings up the greatest problem of all, namely, participation. The more nurseries participating in this cooperative effort, the greater the impact would be and the more conscious the public would be of the benefits offered at the nursery. However, many of the methods and materials to be employed were unfamiliar to a great many of the nurserymen.

For instance, nurserymen were given newspaper mats and radio commercials, so that they could coordinate their own advertising with the over-all promotion. It turned out that the use of these was new to a great many of the nurserymen and

they were reluctant to get involved in something which they did not understand. Thus, there was a great deal more missionary and educational work involved than had been anticipated. However, a great deal was learned toward the formulating of the next promotion, both by the participants and by those planning the campaign.

The months of work and preparation paid off as interest snowballed with the approach of the Can-Can Carnival, which was held from Friday, April 3, to Sunday, April 12. Slightly more than 200 member firms participated, and the number of outlets was higher, because many of these nursery firms operate at more than one location.

The nurseries were decked out in materials prepared in kit form by the agency. The standard kit contained two bright yellow cloth banners eight feet by 30 inches, two 25-foot strings of 12 pennants in assorted colors and 50 6x9-inch cards to list specials being offered. In addition, there were three sizes of newspaper mats and several radio commercials. The kit contained a letter showing how to use the foregoing materials most effectively.

This kit cost \$20. A de luxe kit containing an additional string of pennants, two additional banners and 50 additional cards was available for \$25. These prices, considerably lower than the average for such materials, were made possible through centralized volume production.

Cost reduction, however, was not



Can-Can Carnival promotion materials, supplied to participants at low cost in kit form after quantity production by the assisting advertising agency, included large banners and strings of pennants for the nursery, as shown above; placards for listing specials, and prepared releases for newspaper and radio use.



Meeting of the board of directors of the California Association of Nurserymen at Carmel when it voted to sponsor a fall sales promotion on lines similar to the successful April Can-Can Carnival, but on an enlarged scale, anticipating participation by 300 member firms.

the chief purpose of the kit. This collection of sales aids, with materials all assembled, ready to use, along with instructions, was designed primarily to help the uninitiated in such merchandising and display procedures and to produce a uniform appearance in the displays and advertising of participating nurseries throughout the state. The campaign theme was carried out in the printed materials through the special type used and through the picture of the cancan girl.

While these were designed as do-it-yourself kits, the agency went a step further and sent a letter to all advertising media in the state explaining the promotion and listing the cooperating nurseries, so that the newspapers and radio stations, for instance, could solicit them for tie-in advertising and explain how to use their services.

The C. A. N. also contacted the

media, especially the garden editors, explaining the Can-Can Carnival and seeking their cooperation. Growers and suppliers were encouraged to cooperate by helping to arrange special displays, seeing that the nurseries were adequately sup-

[Continued on page 70]

ALL-AMERICA ROSES

Garden Party, a pink and white hybrid tea rose; Fire King, a vermilion floribunda, and Sarabande, a scarlet-orange floribunda, are the winners of the 1960 All-America awards, according to a recent announcement by All-America Rose Selections, Inc. Having proved themselves outstanding during two years of trial in the A. A. R. S. test gardens through the country, the new varieties will be available to the public in time for fall planting this year.

Garden Party was developed from

a cross between Charlotte Armstrong and Peace, two previous All-America winners, and displays cream and ivory petals, delicately tinted with soft pink. According to the A. A. R. S. release, the fully double blooms, opening from long, well-shaped buds, often measure as much as seven inches across and are supported on long, sturdy stems. The plant is described as vigorous and free branching, producing a continuous succession of flowers.

Fire King is described as a tall-growing floribunda, particularly useful for landscaping and general gardening use, with perfectly formed, brilliant vermilion flowers measuring two to three inches across. The deep red buds are said to open to brighter blooms of 45 to 50 petals, which form heavy clusters. It is reported to be a strong grower, with dark green foliage that fills out the plant to give it a well-rounded, compact appearance.

The semidouble blooms of Sarabande are said to be a unique scarlet-orange and somewhat larger than those of most floribundas, bearing from 12 to 15 petals. A low growth habit and compact form are claimed for it, along with a consequent suitability for use in hedges and border edgings. The A. A. R. S. release also states that the new floribunda comes into early bloom and flowers continuously through the season. Both Sarabande and Fire King are originations of the late Francis Meiland.

PRESENTATION of a scroll was made to Charles F. Irish, Charles F. Irish Co., Cleveland, O., by the Garden Center of Greater Cleveland, at an Arbor day reception in recognition of Mr. Irish's outstanding contributions to arboriculture at Cleveland and throughout the nation.



Garden Party



Fire King



Sarabande

Southern Wholesalers Report Good Season but Rising Costs

The over-all picture of the sales experience of southern wholesalers this spring is a favorable one. Optimism is expressed in most reports, not only for the current season, but for the immediate future. Tennessee satisfaction, Kansas' good landscape business, Alabama's and Oklahoma's good trade and Texas' record March keep the reports unanimously bright.

Excessive winter cold damaged stock in some southern areas, the Oklahoma report mentioning injury to semihardy broad-leaved evergreens. Damage in Tennessee was declared small. Cold, however, hampered some fall nursery operations, as indicated in comments from Alabama. Staple ornamentals and fruit items moved well, and there were much heavier rose shipments from Texas to meet dealers' requirements as gardeners sought replacements for winter-killed plants. Although a shortage of grafted junipers is mentioned for Oklahoma and large stock sizes were not plentiful in Tennessee, stock was apparently ample, and increased plantings are not the trend.

Good labor was scarce this spring, and rising wages were noted. Truck use for shipping increased in Kansas. Costs continued to mount and seemed to put more emphasis on higher prices, though there are few specific declarations of increases. A dry spring is being widely experienced.

Stock Shortage Reduced Sales

"We have just completed our shipping for the spring, 1959, season, and we feel that it has been a very good season," writes A. D. Cartwright, president, Cartwright Nursery Co., Collierville, Tenn., continuing: "The volume of our shipments was approximately the same as for the spring of '58. We sold too much stock in the spring of '58 and consequently were short of the larger sizes for the season just finished, which accounts for the fact that we did not have any appreciable increase in business. We turned down many orders.

"Weather conditions were bad through the early part of the season, and this hindered our digging operations considerably. However, we were able to get most of our shipments out on time, and we feel that the season as a whole can be classed as satisfactory.

"At present the weather is ex-

tremely dry and we are concerned about our spring-planted stock. We have not suffered any appreciable losses yet and feel that we will probably have good stands. Our plantings this year are somewhat larger than in the previous seasons, as we are trying to catch up with the demand and become able to supply stock to all of our customers.

"On the whole, I think we should class the '58-'59 season as a satisfactory one and we look forward to an increasing volume of business for the next two or three years at least."

Tennessee Planting Delayed

Henry Boyd, Boyd Nursery Co., notes a strong demand and frequent rains that delayed planting in this report from McMinnville, Tenn.:

"Our business has been good this spring. The demand was very strong and we had as much business as we could take care of in the short period that we had for it.

"Plantings are very late in our section this year because of rains

two or three times a week in March and April. Our supply next year should be about the same as this year's. If our collections come through as well as the orders did, we will have a successful year."

Sales Up in Tennessee

Increased business at the Morning Star Nursery, Rives, Tenn., resulted in a near sellout in conifers and broad-leaved evergreens. Detailing the season, George Cultra writes as follows:

"Our shipping season is practically over. The season has been a good one—as of May 1, our business was about 7 per cent ahead of last season's. After the first week in our spring evergreen shipping, we have not lost a full day's work all spring. Our orders have gone out fairly well on time, with few exceptions.

"We had very little weather injury, even though we experienced a severe winter. We had a little loss in 1-year deciduous stock, but our conifers and broad-leaved evergreens came through fine. We have cleaned up pretty well—almost all of our conifers and broad-leaved evergreens are sold. The demand for deciduous stock was good on most items, though a few varieties seem to be

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Pacific Coast Wholesalers Optimistic in Spring Reports

An excellent wholesale shipping season is reported from the west coast, one firm declaring that the past spring's business was the largest in its record and another stating the response was up to all expectations. Demands from all parts of the country led to a broad sellout of stock, with roses, again, meeting specially strong calls. Plantings will be kept about the same, and prices will be continued on present levels with a few exceptions.

In the northwest, Oregon wholesale growers also tell of orders from all parts of the country, leading to increases over last year's sales. Quality stock was desired. Though selling was steady from fall to spring, there were some surpluses. The weather was favorable for shipping. In this area, too, some firms had their biggest season. There will be some increase in plantings to develop more finished stock, which was short this year. The outlook for the trade is considered bright, although costs and poor labor are continued prob-

lems. Collections are considered normal.

California Shipping Heavy

"Our spring business this year was by far the largest that we have ever experienced," writes Howard Past, president of the Monrovia Nursery Co., Azusa, Calif. "Our sales were approximately 20 per cent above our quota, which is considerably higher than it was last year.

"We grow approximately 1,200 varieties, and it seems that there was a demand for each one of these items. We are going into the summer season in a very satisfactory inventory condition. We have sold practically all the plants that we had available at the start of the season. For the first time since we can remember, the demand was heavy in all areas of the United States, and plants moved rapidly.

"We have had no problem in taking care of the heavy shipping season since we inaugurated the pro-

[Continued on page 63]

Sorting the Woody Ornamentals

The Best Seventy Lilacs

By Donald Wyman

Horticulturist, Arnold Arboretum



Syringa Mont Blanc

Sorting out the best of the lilacs is not the easiest thing to do, considering that American nurserymen are offering 308 species and varieties. However, over 500 different kinds are growing in the collections of the Arnold Arboretum, where they have been observed for many years, and studies have been made concerning their respective merits. Reducing this great number to 70 is just as difficult as judging horses; they change from day to day with the amount of sunshine, the climate and the food.

Most nurserymen have available copies of "Lilacs for America," in which is given detailed information concerning all the lilacs being grown in America in 1953. An attempt is made in this article to reduce still further the too lengthy list of top-

ranking lilacs and to include a few newer varieties, as well as those that bloom earlier and later than the major group of *S. vulgaris* hybrids. Many a gardener is satisfied with merely one or two of the *S. vulgaris* hybrids, but others who really like the group want to include early and late-blooming plants, so that the blooming period can be stretched out to slightly over a month.

Variation Factors

Everyone who grows these lilacs has noted how they fade from day to day, and some have taken the trouble to compare them carefully with color charts to note variations in color from year to year, resulting, probably, from changes in the total number of sunlight hours, available

soil moisture, fertilizer, etc. It is known that some of the darker-flowered forms are much darker on certain richly organic soils than they are on the light sandy and acid soils of New England.

Since most nurserymen list lilacs, they presumably have detailed information about these popular plants. It is impossible here to list all the varieties that were observed to make this recommended list; suffice it to say that specimens of most of the lilacs grown in American nurseries today are growing in the Arnold Arboretum. Also, the accompanying list is not merely the result of notes taken during one growing season, but during several, and it includes the notes available to everyone in "Lilacs for America."

One other point: There are new lilacs appearing from time to time, and some make the grade, but it will be noted that some do not. For instance, according to the following selection, the white-flowering *S. vulgaris* hybrids have been grown for the past 40 years. New ones there may be, but they have not surpassed these older varieties in general adaptability, in our collections at least. As for the later-blooming *S. prestoniae* hybrids, we grew nearly 40 of them at one time and found such a marked similarity among some and a marked inferiority among others that, even though they were separated into five hard-to-define color groups, only a few really stand out sufficiently above the others to be recommended. Also, the old-fashioned, once-popular late lilac, *S. villosa*, has now been superseded by the brightly colored *Preston* hybrids.

Finally, the division of color groups of the *S. vulgaris* hybrids is



Syringa Prestoniae Hybrid Lilac

Illustrations with this article are from photographs supplied by the Arnold Arboretum, Jamaica Plain, Mass.

the same used in "Lilacs for America." Sometimes it is most difficult to tell the difference between a variety noted as violet, magenta or purple (especially difficult between magenta and purple), but this seems to be about the best way to attempt to classify them, since they fade on maturing and sometimes change from one color classification to another.

Not all growers will agree with the selection of 70 types, and I shall be the first to admit that the climate and soil where they are grown are extremely important in judging plant performance. However, the list is an excellent one for any individual to start with in making his own selections. At least, it can be said that in the collection of over 500 kinds at the Arnold Arboretum these are usually among the top-ranking lilacs.

DON EWING, Fort Wayne, Ind., has been appointed sales and service representative for the states of Indiana and Michigan for J-M Trading Corp., Chicago, Ill. Mr. Ewing, who was previously engaged in nursery work at Fort Wayne, is active in the Indiana Nurserymen's Association.

SHOREWOOD NURSERY, Excelsior, Minn., was started recently by George Rostron and his son, Judd Rostron, a graduate in horticulture of the University of Minnesota, Minneapolis, who had been employed at Homedale Nursery, Hopkins, Minn., for four years.



Syringa Edith Cavell

THE BEST SEVENTY LILACS

I. Early Hybrids of *S. Oblata Dilatata* and *S. Oblata Giraldu*

(Blooming 7 to 10 days before most of the *S. vulgaris* hybrids)

(S = single flowers; D = double flowers; name and date in parentheses are the name of the originator and the date introduced or originated)

Necker	S	pink	(Lemoine 1920)
Blue Hyacinth	S	bluish	(Clarke 1942)
Assessippi	S	lilac	(Skinner 1935)
Esther Staley	S	magenta	(Clarke 1948)
Alice Eastwood	D	magenta	(Clarke 1942)
Pocohontas	S	purple	(Skinner 1935)

II. *Syringa Vulgaris* Varieties

(Midseason bloom)

WHITE

Single Flowers

Jan Van Tol (Van Tol 1916)
Marie Legraye (before 1879)
Mme. Florent Stepman (Stepman 1908)
Mont Blanc (Lemoine 1915)
Vestale (Lemoine 1910)
Primrose (Maarse '49) should be mentioned, not as a pure white, but creamy white, some years quite markedly yellowish as the flowers first open.

Double Flowers

Edith Cavell (Lemoine 1916)
Ellen Willmott (Lemoine 1903)
Jeanne d'Arc (Lemoine 1902)
Mme. Casimir Perier (Lemoine 1894)
Mme. Lemoine (Lemoine 1890)

VIOLET

Double Flowers

Marechal Lannes (Lemoine 1916)
Violetta (Lemoine 1916)

BLUE TO BLUISH

Ami Schott (Lemoine 1933)
Olivier De Serres (Lemoine 1909)
President Grevy (Lemoine 1886)

LILAC

Alphonse Lavellec (Lemoine 1885)
Leon Gambetta (Lemoine 1907)
President Carnot (Lemoine 1890)
Victor Lemoine (Lemoine 1906)

PINK TO PINKISH

Belle de Nancy (Lemoine 1891)
Katherine Havemeyer (Lemoine 1922)
Marc Micheli (Lemoine 1898)
Mme. Antoine Buchner (Lemoine 1909)
Waldeck-Rousseau (Lemoine 1904)

MAGENTA

Charles Joly (Lemoine 1896)
Mrs. Edward Harding (Lemoine 1922)
Paul Thirion (Lemoine 1915)
President Poincare (Lemoine 1913)

PURPLE

Ludwig Spaeth (Spaeth 1883)
Monge (Lemoine 1913)
Mrs. W. E. Marshall (Havemeyer 1924)
Night (Havemeyer 1943)
Adelaide Dunbar (Dunbar 1916)
Anne Tighe (Yeager 1945)
De Saussure (Lemoine 1903)
Paul Harriot (Lemoine 1902)

SPECIES BLOOMING WITH *S. VULGARIS*

<i>S. chinensis</i>	S	lilac
<i>S. chinensis alba</i>	S	white
<i>S. chinensis saugcana</i>	S	magenta
<i>S. microphylla superba</i>	S	pink
<i>S. persica</i>	S	lilac
<i>S. potanini</i>	S	pink

III. Late-blooming Hybrids

(Blooming when *S. vulgaris* is fading)

<i>S. henryi</i> Lutece	S	violet (Henry 1900)
<i>S. prestoniae</i> Coral	S	pinkish (Preston 1937)
<i>S. prestoniae</i> Hiawatha	S	pinkish (Skinner 1932)
<i>S. prestoniae</i> Isabella	S	pinkish (Preston 1927)
<i>S. swegiflexa</i> (AA 701-36)	S	pink (Hesse 1934)

IV. Last of All

<i>S. amurensis japonica</i>	S	white
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Reorganize Long Island Association

By Robert H. Brewster

Long Island Nurserymen's Association, Inc., has been divided into three divisions in order that each division can function more successfully as a trade organization. Peter Costich, Hicks' Nurseries, Westbury, inaugurated the idea during his term as president in 1958. George Hren, Huntington Station, has been carrying on the idea as the present president and has added new impetus to this program.

Charles Mouquin, Old Brookville, is chairman of the Retail Division, and Dick Papenhausen, Lindenhurst, is the secretary. Much time has been devoted by this division to setting up its purposes and developing goals.

John Newhouse, Huntington, was appointed chairman of the Growers' Division. The group has held several meetings this season, but these have not been well attended. They have dealt with initiating inquiries on the sale of nursery stock by the New York city park commission, requesting boys of high school age to work in nurseries, investigating the sales of nursery stock in supermarkets and labeling Long Island nursery stock. Lloyd Butler, of the United States Department of Agriculture, went into detail at another meeting on the gypsy moth regulations and other federal regulations affecting Long Island nurserymen.

John Kean, Levittown, was appointed secretary and Don Pollitt,

Brookville, chairman, of the Landscape Contractors' Division. This division has had the largest attendance in the new organization.

Concerned with Unfair Competition

The steering committee of the retail division feels that the time is long past due for local nurserymen to take concrete action against the downgrading of the profession by unqualified merchandisers from non-horticultural businesses. They are concerned, also, with the methods that should be used when competing against unfair competition.

Some feel that they should start small in a united front and develop an insignia for the association. In addition, they could establish a uniform sign to be displayed on the property of each member of the association. Then they feel that they should go into a modest, but regular, advertising program financed by a small assessment based on gross sales.

Other members of this division, however, feel that the only solution is a large-scale local campaign advertising the purchase of local nursery stock. Such a campaign would require a minimum of \$20,000, which would be raised through assessment. This would be based on a fixed amount of dues and would be collected specifically for advertising. After an initial collection has been made, a definite program could be



Charles Mouquin
(Chairman, Retail Division, L. I. N. A.)

arranged with an advertising agency for a specific period, in order to spend the money collected most effectively.

Discuss Blue Laws

The local Sunday blue laws were also discussed. The retail division suggested that dealers exhibit a sign stating that "The law restricts our Sunday sales to the following: Plant materials, flowers, seeds, plant food, farm produce and souvenirs. All other items, exhibited here, are not for sale on Sunday but may be purchased any weekday."

LANDSCAPE CONTRACTORS' GROUP ACTIVE IN L. I. N. A.

Donald F. Pollitt, the energetic chairman of the Landscape Contractors' Division of the Long Island Nurserymen's Association, has presided at several well-attended afternoon and evening meetings of the group.

Robert Rushmore, Malvese Tractor & Implement Co., gave a talk on the merits of various landscape equipment at one afternoon meeting. At an evening meeting that was held at Roslyn, L. I., April 14, the Sunday blue laws were discussed, as they affect contractors and as they apply to Long Island. Here, the contractors can sell and also deliver nursery stock on any day of the year. They are not allowed to sell or deliver most other materials. For instance, fertilizer cannot be sold or delivered, but



1959 officers of the Long Island Nurserymen's Association: Left to right, (seated) Peter Costich, past president; George Hren, Huntington Station, president; Walton Scherer, Northport; (standing) John Newhouse, Huntington Station, vice-president, and L. S. MacRobbie, East Patchogue, secretary-treasurer. On the executive committee, but not shown in this illustration, are David Bulk, Babylon, and Frank Bongiorno, West Hempstead. Messrs. Hren, MacRobbie, Costich and Bongiorno were also named as directors of the New York State Nurserymen's Association.



John Newhouse
(Chairman, Growers' Division, L. I. N. A.)

plant food can. Local landscape men are not allowed to solicit landscape jobs on Sunday.

The main reason why the landscape contractors' group has been the most active is because it has stimulating discussions on topics of mutual interest. Mr. Pollitt has assigned interesting topics to various contractors for discussion at following meetings, with the help of Secretary John Kean. After short 5-minute lectures on each subject by different speakers, all those in the group discuss the problem.

Joe Clark, Greenvale, led a talk on obligations of customers, companies, foremen and salesmen. He suggested that salesmen make no vague promises nor snap estimates. He also warned that they should not knock competitors nor prejudice customers.

Mr. Clark suggested that foremen make inspections prior to, during and after each job. They should also delegate the responsibility of follow-up in each one of their jobs. Most companies are having difficulty in obtaining good, reliable help. Few young men want to learn about nursery plant materials and new landscape methods.

He suggested that foremen and their men should not be over-friendly with customers. Courtesy is a necessity, but familiarity can be carried too far. It is difficult to obtain clean, sober, reliable men, but those that are hired by the company should also be prompt and carry on the landscape job as quickly as possible. Richard Soper, Rockville Centre, led a discussion on the use of nursery plant materials for planting contracts.

Don Pollitt discussed landscape specifications. He reported that his

company includes its guarantee, phrased in layman's language, in the original letter attached to the specifications. A size is quoted for each item but not a price, as the latter generally results in cut-throat competition. A form letter is prepared and amended during the slack times for the secretary to type in the busy season. The firm's specifications are not specific enough to compare, item by item, on a competitive bid. Company officials feel that they can do a better job by bidding on the entire project.

Offers Maintenance Service

Ben Lizza, Oyster Bay, spoke for John Kean on maintenance work. His company offers a complete maintenance service for home grounds after these grounds have been planted. It has been found that a good foreman with a maintenance crew of only two or three men can handle this work efficiently. Mr. Lizza noted, however, that it is easy to grow careless on a maintenance job. Much competition is encountered in this field from inexperienced 1-man operators doing part-time work. He feels that these men get proportionately more money for their little know-how than an experienced nurseryman.

Ed Anderson, East Patchogue, spoke on guarantees and methods of payment. According to his company's policy, the salesman asks the customer, after clinching the sale, how he intends to make payments. Full payment within 30 days of the completion of a job is the firm's standard. If, however, the customer says that he intends to pay within



John Kean
(Secretary, Landscape Division, L. I. N. A.)

60 days, the policy is to request one-third payment at the time of completion, one-third 30 days later, and the balance 60 days after completion.

In the discussion that followed, it was brought out that this is not a general practice. Other contractors request a down payment of more than 25 per cent, except on repeat jobs. Most of these contractors have federal housing administration forms available. Mr. Anderson said that his company has a policy of no requests for credit references, as it has good retail accounts in most instances.

The firm offers a 50 per cent guarantee on any nursery stock planted by its crews that does not survive a 6-month period. Granting exceptions to this policy is left com-

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Steering committee of the Landscape Division of the Long Island Nurserymen's Association: Left to right, (seated) John Kean, Levittown; Donald R. Pollitt, Brookville; Edward Innella, Port Washington; (standing) Ed Anderson, East Patchogue; Benjamin Lizza, Oyster Bay; Richard Soper, Rockville Centre, and Joseph Clark, Greenvale.

Mail-Order Reports Mostly Favorable

Favorable reports on mail-order sales for this spring have come from New York, Missouri, Minnesota and Iowa. Michigan firms told of some decrease, but felt the weather and the state's motor industry decline provided the reasons. An early freeze and late thawing hampered work generally in the east. However, losses inflicted on homeowners' plantings undoubtedly spurred replacement purchases, especially in roses, which along with broad-leaved evergreens suffered the most. April was better than March, and where May was not too hot for planting, orders were continuing on a good level.

Stock noted in the upswing were dwarf fruit trees, grapevines, deciduous shrubs and trees, roses and bulb items. Higher shipping costs were felt to be a deterrent to ordering by mail and likely to turn some planters to garden shops for supplies. Slow mail deliveries are also continuing, a truck-mail shipping plan being attempted to cut down on some mailing costs and damage.

Good Sellout in New York

Digging delays but satisfying sales are cited by John W. Kelly, Kelly Bros. Nurseries, Inc., Dansville, N. Y., in a report as follows:

"Each year seems to have its particular problems. With an early freeze last fall we were left with much of our stock in the field. Usu-

ally we can do some digging during the winter. This year the frost went very deep, and then, when it did thaw, we were hampered with wet weather, which held up digging operations, accounting for some late shipments.

"We were quite pleased with business in general this spring. We are still having a nice volume of retail orders. It looks as if we will have as good a sellout as we have had in many years."

Otto Stern, Stern's Nurseries, Inc., Geneva, N. Y., attributes the rise in his firm's business to a proportionate increase in promotional efforts. He writes:

"Our mail-order sales are ahead of last year's in proportion to our 50 per cent greater investment in catalogs and follow-up literature. Our mailing list of more than 1,000,000 customers is being increased steadily by special offers in magazines, newspapers and on TV, at a cost per name slightly higher than last year's."

Michigan Decrease

Winter losses and shortages, along with mailing cost increases, reduced sales this year, according to Robert W. Ackerman, Jr., Ackerman Nurseries, Bridgeman, Mich., who elaborates as follows:

"Exceptionally warm weather is rapidly bringing our 1959 spring

season to a close (May 5). We hoped May would be cool so as to stretch out the planting season and help us pick up some of the orders we lost during January and March, but it looks as though this was just wishful thinking. Our retail mail-order business was about 14 per cent behind last year's.

"We had one of the most severe winters lower Michigan experienced in many a year. Records indicate over 105 inches of snow in this area from November until the last snowfall, plus a great deal of ice. This resulted in considerable breakage on stock in the field, plus girdling of the trees from the layer of ice. We lost probably 10,000 trees due to this condition.

"We also had a short supply of peach this year, due to a poor stand of seedlings from our peach pits the previous year. The few trees we did have were exceptionally large and not the size a commercial grower would be interested in. Further, although we had quite a large supply of sour cherry, the demand for it seemed to be considerably greater than the supply. The short supply of these two items, and the large unemployment census were contributing factors to our being behind last season in sales.

"Also, we are large growers of strawberry plants, and there did not seem to be anywhere near the demand for this commodity we had anticipated.

"Due to the severe winter conditions, there was great loss of rosebushes all over the country, which resulted in a terrific demand for roses; therefore, we sold more than we had anticipated. Grapevines, especially Concord, also were much in demand this spring.

"When summing up this situation, we believe that the nurseryman can blame most of the reduction in retail mail-order trade to the constant increase in parcel post and express charges; they have increased to the extent where the homeowner finds it advisable and more profitable to buy from a local garden center."

C. R. Emlong, Emlong Nurseries, Stevensville, Mich., blames severe weather conditions for a drop in spring mail-order sales that his firm and others in the area have experienced. He writes:

"Our spring business went along very well during the months of January and February in spite of the

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ACTIVE CAREERS RECOGNIZED AT WASHINGTON



Senator Harry F. Byrd of Virginia, right, who was recognized as one of the "greatest living Americans," and Dr. Richard P. White, executive vice-president of the American Association of Nurserymen, left, who was recognized as the chairman of the board of regents of the six institutes for management at the annual meeting of the Chamber of Commerce of the United States, April 27, had opportunity to talk about apples, apple trees and the nursery business.



Over-all view of second Siebenthaler garden center at Dayton, O., showing the main entrance, wide surrounding walks, extensive use of glass walls and enclosed and lath-shaded display fronts facing one parking area at the extreme right.

Siebenthalers Open New Garden Center

A new nursery installation has earned the plaudits of its community only a month after opening.

The Siebenthaler Co. opened its second garden center facility, pictured on this page, April 2 at Whipp road and Far Hills avenue, Dayton, O. Less than three weeks later, the Plan Association of Washington township, in which the center is located, awarded Siebenthaler's a merit award for "excellence in community development." The citation honored Siebenthaler's "... for signal contribution to the architectural and landscaping improvement of our community, and in appreciation of a wholehearted spirit of cooperation

in adhering to the highest standards of planned community development."

The new Siebenthaler facility covers more than six acres, with 7,500 square feet of floor space under roof for the display of all kinds of lawn and garden supplies, and garden and home accessories and art objects for the arrangement of flowers and plants. A large lath-covered area is incorporated in the layout at one end of the enclosed structure.

The building, which has a broad walk extending along one full side of the structure where the main entrance is located and across one end, presents a most attractive appear-

ance to customers who arrive in cars and use the well-planned parking areas. One of the latter faces the length of the main display room, where the merchandise inside is easily visible, and another faces high glass walls enclosing one end of the center, flanking the main entrance.

Much know-how gained in the operation of the firm's first garden center unit has found expression in the new facility. Lighting equipment, recessed between ceiling beams, combines fluorescent tubing and directed spotlights. On a concrete floor varied display techniques are employed. Slightly raised platform areas hold patio and garden furnishings, and



Officials of the Siebenthaler Co., which recently opened a second garden center at Dayton, O.: Left to right, Robert K. Siebenthaler, John R. Siebenthaler, John D. Siebenthaler, George Siebenthaler and James C. Siebenthaler.



Interior views of the new Siebenthaler garden shop at Dayton, O., showing island displays and lighting and ceiling treatment; the service counter is near the main entrance, which is at the back of the right-hand view and at the right in the other part of the illustration.

curbed areas hold plant groupings. Near the plant displays are convenient facilities for indoor plant watering.

Island displays are of several types, some being on recessed bases and others on casters which permit interior rearrangement as desired. Some metal stands, as shown, have enclosed compartments below the shelf area to hold reserve stock. In the illustrations here can be noted two different grass seed displays, one, at the left, being of a packaged advertised brand and the other, at the right-hand side, being of bagged quantities of bulk seeds that are kept below in cylindrical drums. Also at the right can be noted the varied lines of plant foods, kept neatly in bins and on the top of a 3-tiered stand. And beyond seed racks and bulb bins can be seen the combination of plants and accessories that occupy the window space at the right. Use of end space on an island

display to feature a large stock of gardening gloves is noteworthy in the foreground of one illustration.

Appropriate Plantings

At the center's dedication, a new Siebenthaler development—the Moraine ash—was planted. The Moraine ash is a graceful tree, with

more delicate leaves of a darker green than the ordinary ash. Siebenthaler officials expect it to be as popular as their earlier development, the Moraine locust.

The new ash, originally from the Danube river area of Romania, is smaller than the native ash, but fast—
[Concluded on page 73]

Open Third Outlet at Houston

Beginning with one store in 1940, Houston's Flowerland Nursery, Houston, Tex., blossomed recently into three locations with the addition of a third outlet in Houston's Memorial Park area, at 1501 Post Oak road. Other locations are at 5201 South Main street and 11835 Alameda street. The general management of Flowerland Nursery is exercised by Mrs. E. L. Manning.

The new nursery center is near a

residential development, making it convenient for gardeners and homeowners. Spacious parking area is available to accommodate all customers on even the busiest days.

Flowerland's slogan of "One stop garden shop" is exemplified by the Post Oak road location. Gardeners may purchase nursery stock of all kinds, 85 per cent of which is grown by Flowerland, plus house plants, pottery, birdbaths, redwood planters, fertilizers, insecticides, bulbs, flower seeds and garden tools.

The new center, as well as the firm's other two establishments, offers both free landscaping advice and a professionally trained staff. Flowerland has made browsing through the garden center convenient for the customers by installing wide walkways, by grouping similar stock and by displaying clearly marked signs giving the plant name and price.

The Post Oak road store is open seven days a week, from 8 a. m. to 5:50 p. m., and is illuminated at night when the store is closed, displaying the plants to the passers-by after dark.

All Flowerland stores give weekly prizes, awarding one each Saturday of about \$10 value.



Extensive displays of container plants at Flowerland Nursery's new garden shop at Houston, Tex., are illuminated with floodlights at night.



FARM CHEMICALS

4 profit tips for nurserymen



1. Please customers twice with DOW IRON CHELATES

Customers will pay a premium for the greener, healthier trees, plants and shrubs that you've treated with Dow iron chelates, Versenol F and Versenol FA. These sources of highly available iron prevent chlorosis from iron deficiency, keep stock healthy and in full foliage, full bloom. Profit twice by selling customers the convenient packages of Versenol® iron chelates that will help them keep their nursery stock full of growing vigor.



2. Lively sales from grass killer, DOWPON

Stock this modern Dow grass killer to use and to sell. DOWPON® controls tough annual and perennial grasses systemically. Sprayed on leaves, it kills roots too. Available in handy 1-pound packages for home garden use and in larger quantities for profitable application around your nursery.



3. Long term weed, grass control with NOVON

You'll find many places around your nursery for Novon®, the nonselective combination weed and grass killer that gives full season control usually with one application. Stock it, too, for customers who'll want it for use around patios, driveways, sidewalks and other areas to control both weeds and grass with a single, simple spraying.



4. Protect nursery soil with DOWFUME MC-2

Get faster starting, faster growing and faster selling nursery stock by protecting every square foot of soil with Dowfume® MC-2 before planting. This powerful, positive soil fumigant controls nematodes and other soil-borne pests that stunt plants, trees and shrubs. Handy dispenser cans make Dowfume MC-2 easy to apply under a gas-proof cover.

One more tip—contact your Dow distributor real soon. He'll show you how these and other Dow chemicals can add profit to your nursery business.

THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN

We Thank You!



for the splendid season you have made possible for us with your orders. We hope that you have had a busy and profitable season.

All of us are looking to the coming year with enthusiasm and optimism. The prospects for the nursery business are good. Home building continues on a high level. Gardening has become America's No. 1 hobby. The demand for nursery stock is at an all-time high.

Maintain customer interest at a high level with these newer and better items:

CHRISTINE BUISMAN ELM
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PLATINUM JUNIPER

Full information upon request.

THE WILLIS NURSERY CO.
"Your Wholesale Nurserymen"
Ottawa, Kan.

COMING EVENTS

MEETING CALENDAR

June 1 to 3—Short course for nurserymen, Southwestern Louisiana Institute, Lafayette, La.

June 3 and 4—California Association of Nurserymen and the department of ornamental horticulture, California State Polytechnic College, San Luis Obispo, annual nurserymen's refresher course, Cal Poly campus.

June 7 to 9—Alabama Nurserymen's Association, annual convention, Admiral Semmes hotel, Mobile, Ala.

June 7 to 9—Georgia State Nurserymen's Association, convention, Radium Springs, Albany, Ga.

June 14 to 16—Maryland Nurserymen's Association, summer meeting, Harrison Hall hotel, Ocean City, Md.

June 14 to 16—South Carolina Nurserymen's Association, annual convention, Wade Hampton hotel, Columbia, S. C.

June 18—Kansas Arborists' Association, field day, Wichita, Kan.

June 18 and 19—Fifth annual nurserymen's and growers' short course, University of Florida, Gainesville, Fla.

June 19 to 21—Landscape seminar, Louisiana State University, Baton Rouge, La.

June 22 to 24—Illinois State Nurserymen's Association, short course, Southern Illinois University, Carbondale, Ill.

June 22 to 24—Kentucky State Nurserymen's Association, summer meeting, Ken Lake hotel, Kentucky Lake state park, Hardin, Ky.

June 23 and 24—Short course for Missouri nurserymen, University of Missouri, Columbia, Mo.

June 28 to 30—Mississippi Florists' and Nurserymen's Association, convention, Eola hotel, Natchez, Miss.

June 28 to July 1—Plains Nurserymen's Association and the New Mexico Association of Nurserymen, fifth joint convention, Hilton hotel, Albuquerque, N. M.

July 1—Connecticut Nurserymen's Association, family party, Lake Compounce, Bristol, Conn.

July 7 to 9—New York State Nurserymen's Association, summer meeting, Statler Club, Cornell University campus, Ithaca, N. Y.

July 10—Ohio chapter, National Shade Tree Conference, summer meeting, Ohio agricultural experiment station, Wooster, O.

July 18 to 23—American Association of Nurserymen, annual convention and trade show, Sheraton hotel, Philadelphia, Pa.

August 4 to 7—Michigan Association of Nurserymen, nursery and landscape management conference and nursery tour, Michigan State University, East Lansing.

August 5—New Jersey Association of Nurserymen, summer meeting, Princeton Nurseries, Princeton, N. J.

August 5 to 7—West Virginia Nurserymen's Association, summer meeting, Daniel Boone hotel, Charleston, W. Va.

August 6 and 7—Iowa Nurserymen's

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for a terrific season!"
... "Mike" Dering**



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Send today for our new 24-page Wholesale Catalog and Rose Reference Book. Contains full descriptions of 152 rose varieties and beautiful color illustrations of P&D introductions. A useful reference for your salespeople and your customers. Free for the asking.

Thanks to our many friends and customers, 1959 was one of the finest we have ever had. Fortunately, we had a very good crop and an ample supply still in cold storage when we learned of the heavy winter damage in some eastern areas. Our "Operation Air Lift," which supplied fresh dormant roses overnight, was well received by nurserymen in these areas.

Our fields look wonderful and indicate that another bumper crop is in prospect. When you come out to Oregon to see our Centennial Exposition, June 10 to September 17, be sure to visit our fields and gardens, too.



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"THE FINEST ANYWHERE"



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Picture shows a 2-yr. tree, 1 1/2-in. cal. Note its straight trunk, ascending branches and excellent root development.

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Picture shows 3-year tree, 1 3/4-in. cal. Its dark green foliage is larger and more leathery than in other Norway Maples and resists wind burn and insect injury. It is self-branching and quickly forms an excellent broad-based pyramidal head with definite leader maintained to the top.

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At Princeton you will find in wide selection the finest trees obtainable, also a very complete general ornamental line.



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Association, summer meeting, Shenandoah Nurseries, Shenandoah, Ia.

August 9 to 11—National Mail Order Nurserymen's Association, Inc., summer meeting, Hotel La Salle, Chicago, Ill.

August 11 to 13—Ohio Nurserymen's Association, summer meeting, Lake Erie College, Painesville, O.

August 12 — Pennsylvania Nurserymen's Association, summer meeting, Hershey park, Hershey, Pa.

August 16 to 18 — Virginia Nurserymen's Association, summer meeting, the Cavalier hotel, Virginia Beach, Va.

August 16 to 19—Texas Association of Nurserymen, annual convention, Fort Brown memorial center, Brownsville, Tex.

August 17 to 21—National Shade Tree Conference, annual meeting, Statler hotel, Detroit, Mich.

August 19 — New England Nurserymen's Association, summer meeting, Harkness memorial park, Waterford, Conn.

August 23 to 25—Southern Nurserymen's Association, annual convention, Robert Myer hotel, Jacksonville, Fla.

September 22 to 24—California Association of Nurserymen, annual convention, Lafayette hotel, Long Beach, Calif.

MISSOURI COURSE PLANS

Detailed plans for the short course for Missouri nurserymen, to be held June 23 and 24 at the University of Missouri, Columbia, have been announced by D. F. Milikan, acting secretary, Missouri State Nurserymen's Association. Monday evening, June 22, an informal get-together in the lobby of the Daniel Boone hotel precedes the course activities, which are scheduled as follows:

JUNE 23

Morning session in room 208, Memorial Union, with D. F. Milikan, assistant professor of horticulture, University of Missouri, presiding.

8:30 a. m.—Registration.

9:15 a. m.—"The Horticulture Department," by R. A. Schroeder, chairman, department of horticulture, University of Missouri.

9:30 a. m.—"New Zealand Facts," by Dr. E. E. Chamberlain, director of plant disease division, department of scientific and industrial research, Auckland, New Zealand.

10:45 a. m.—Welcome by Dean J. H. Longwell, dean and director, Missouri agricultural experiment station, Columbia.

11 a. m.—Panel discussion on nursery problems, with T. W. Bretz, professor of forestry, University of Missouri, discussing pathological problems; D. D. Hemphill, professor of horticulture, University of Missouri, discussing chemical weed control; J. Levitt, professor of botany, University of Missouri, discussing nutritional and physiological problems, and R. Taven, assistant professor of horticulture, University of Missouri, discussing propagation and other cultural problems.

12 noon—Lunch.

Afternoon session in room 208, Memorial Union, with Ellery Bennett, Chesmore Seed & Nursery Co., St. Joseph, Mo., presiding.

1:15 p. m.—"Regulatory Problems in '59," by J. R. Anderson, state entomologist, Jefferson City, Mo.

1:45 p. m.—"The Use of Native Shrubs

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Technical Chemicals Department, Niagara Chemical Division, Food Machinery and Chemical Corp.

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and Trees in Landscaping," by R. E. McDermott, associate professor of forestry, University of Missouri.

3 p. m.—"Landscaping in New Zealand," by Dr. E. E. Chamberlain.

7 p. m.—Barbecue at Wilkerson Nursery, Columbia.

JUNE 24

Session in room 208, Memorial Union, with Stanley McLane, J. C. Nichols Co., Kansas City, Mo., presiding.

9:15 a. m.—"Helping the Customer Buy," by R. A. Lansford, associate professor of marketing, University of Missouri.

10:30 a. m.—"What the Customer Really Wants," by W. Stephenson, distinguished professor of advertising, University of Missouri.

12 noon—Lunch and business meeting, Memorial Union.

OHIO TREE MEETING

The summer meeting of the Ohio chapter of the National Shade Tree Conference is scheduled for July 10, according to Prof. L. C. Chadwick, Ohio State University, Columbus. The sessions will be held at the Ohio experiment station, Wooster, O.

PLAINS, NEW MEXICO MEET

Registration for the joint convention of the Plains Nurserymen's Association and the New Mexico Association of Nurserymen will begin Sunday afternoon, June 28, at the Hilton hotel, Albuquerque, N. M. Opening of convention exhibits is also scheduled for Sunday afternoon, and an "ice-breaker" party will be held in the evening. Formal sessions of the convention, which will continue through July 1, begin Monday morning and are programed as follows:

JUNE 29

9:30 a. m.—"Sales Promotion in Garden Centers and Nurseries," by Dr. E. R. Jensen, New Mexico College of Agriculture and Mechanic Arts, State College, N. M.

11 a. m.—"What's New in Insect Control," by John Durkin, extension entomologist, New Mexico A. and M.

12 noon — Men's and ladies' Dutch lunch and style show.

2 p. m.—"Laws and Regulations of Interest to Nurserymen," by Dallas Rier-son, director, New Mexico state department of agriculture.

3 p. m.—"The Development of New Pecan Varieties for the Southwest," by Roy E. Harper, horticulturist, New Mexico A. and M.

7 p. m.—Chuck wagon dinner and informal dance.

JUNE 30

8 a. m.—Men's breakfast.

9 a. m.—"Effect of Pruning on Plants," by M. M. Thompson, Corona Clipper Co.

10:30 a. m.—"Merchandising Methods in Nurseries and Garden Centers"—panel discussion, with Ralph Callaway, Callaway Nursery, Carlsbad, N. M., moderator.

12:15 p. m.—Men's and ladies' lunch. "Give Me Tomorrow," by Delbert

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Mix soil, humus, sand
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Level for seeding, sodding, irrigation
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- ☐ **Earth auger:**
Dig planting holes
Set fences, trellises
- ☐ **Plows:**
Break sod and new fields
Mix-in humus, fertilizer
Cut quick heel-in trenches
- ☐ **Harrows and rotary hoe:**
Prepare soil for plants
Mix-in fertilizer, seeds
Mulch and weed
- ☐ **Fertilizer distributors:**
Seed lawns, fields
Spread chemical and dry fertilizer
- ☐ **Roller packer:**
Firm soil before planting
Roll-in lawn seeds
- ☐ **Mowers and cutters:**
Clean fence-rows, border areas
Hire-out lawn, weed, hay cutting
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Basic Case 210 Loader gives you exceptional power and stamina for fast, economical handling of topsoil, humus, peat. It maneuvers easily, gets full loads quickly, lifts half-a-ton to 10'5", dumps clean with 8'5" clearance for fast dump-and-go. Quick-change attachments make it extra useful for material, equipment handling.

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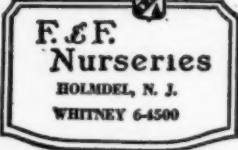
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300 acres of choice Evergreens

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Fine Taxus Liners

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14 to 18 ins., XX, \$60.00 per 100;
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BROOKFIELD GARDENS
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Downing, manager, Midland, Tex., chamber of commerce.

3 p. m.—Plains Nurserymen's Association meeting.

3 p. m.—New Mexico Association of Nurserymen meeting.

4 p. m.—P. N. A. and N. M. A. N. joint meeting; introduction of new officers.

7 p. m.—Banquet, with Burl Huffman, former University of New Mexico football coach, master of ceremonies.

"On the Dark Side of Midnight," by Delbert Downing.

9 p. m.—Dancing.

JULY 1

8:30 a. m.—"Plant Feeding," by Tom Scarborough, Tom's Tree Place, Lubbock, Tex.

10:30 a. m.—Bus trip and picnic.

Separate events are also scheduled for the ladies and children attending the convention. On Monday afternoon a bridge and canasta party is planned for the ladies while the younger generation is being entertained with films, and on Tuesday afternoon the children will enjoy a swimming session, leaving their mothers free for shopping or sight-seeing at Albuquerque.

OHIO SUMMER EVENT

Detailed plans for the summer meeting of the Ohio Nurserymen's Association, August 11 to 13, have been released. Lake Erie College, Painesville, O., will be the headquarters. Sleeping facilities will be available in three new dormitories on the campus, and there are also excellent motels in the area where reservations can be made. For small children accompanying their parents to the meeting there are nursery, kindergarten and playground accommodations.

Registration will begin Tuesday, August 11, at 2 p. m., after which the various facilities on the campus can be enjoyed and the landscape work done there in cooperation with the Lake County Nurserymen's Association can be examined. After dinner at 6 p. m. in the college commons there will be an entertainment program in the gymnasium. President Paul Weaver of the college will welcome the visitors, local nurserymen will present a comedy and square dancing will be enjoyed.

August 12, the morning is open for fishing, golf, visiting historical spots, swimming and games. At 1 p. m., there will be a chicken barbecue at the Holden Arboretum, and at 2 o'clock, visits can be made to the nursery and greenhouse. A roast beef dinner is scheduled for the group at Hellreigels Inn at 7 o'clock, followed by entertainment.

Mentor Township park will be the scene of activities August 13, the

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March 1 issue
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Red-leaved Barberry
2-yr., S., 9 to 12 ins. \$ 6.50 \$50.00
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Cornus florida (White Dogwood)
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VAPAM is a liquid, easier to apply and safer to use than other soil fumigants. You drench or mix it right into the soil. Special application equipment is not necessary. Covers are not needed for treated areas. Harmful residues

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VAPAM is recommended for propagating bed soils, potting soils, top-dressing soils . . . in fact, practically any soil you expect to use for seeds, bulbs or transplants.

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Roses, Azaleas, Evergreens, California
Privet, Green Barberry, Red Barberry
(fine strain).

Seedlings and transplants.
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Hemlocks, Ferns, Wild Flowers
Trees, Shrubs

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EMERALD CHARM
PATENT NO. 1079

★ A compact, bushy shrub growing from a central stem with columnar growth of 4 to 5 ft. in height and compact spread of 18 ins. Dark green glossy leaves without flowers or berries. Sturdy character and appearance, uniform shape, natural upright form requiring no support and little shearing make it an excellent shrub for ornamental use and hedge plantings.

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Quality Christmas Tree
PLANTING STOCK

Pine — Spruce — Fir
Seedlings and Transplants

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group meeting there at 10 a. m. for swimming, horseshoes and softball. To conclude the program, there will be a fish fry at the park at 12:30 p. m.

PROGRAM FOR FLORIDA

According to the tentative program prepared for the fifth annual Florida nurserymen's and growers' short course, scheduled for June 18 and 19 at the University of Florida, Gainesville, separate sessions on landscaping and nursery production will be held simultaneously on the second afternoon. At present, the program is planned as follows:

JUNE 18

Morning session:
Registration; opening exercises.
"Soil Testing," by G. C. Horn.
"How the County Agent Works with Growers," by G. M. Whitton.
Afternoon session:
"Weed Control," by E. O. Burt.
"Cold Protection," by W. O. Johnson.
"Pest Control"—panel discussion, with R. S. Mullin, H. N. Miller, J. E. Brogdon and L. C. Kuitert.
Evening session:
"Gardens of the Antilles," by J. V. Watkins.

JUNE 19

Morning session:
"Canned Stock," by R. D. Dickey and R. T. Poole.
"Student Problems," by J. N. Joiner, J. L. Taylor and J. T. Gruis.
"Plastics," by T. J. Sheehan.
"Use of Irradiation for Inducing Variations," by T. J. Sheehan.
"Developing a Sales Area," by Don Hasting, Jr.
"Garden Supply Store" (speaker to be selected).
Afternoon session on landscaping:
"Extension Program on Home Grounds Improvement," by S. A. Rose.
"Landscaping of Small Home and Property" (speaker to be selected).
"Lawn Maintenance," by R. W. White.
"Maintaining the Landscape Planting," by Jim Griffin.

Afternoon session on nursery production:
"Fundamental Factors Influencing Nursery Production," by E. W. McElwec.
"Producing Specimen Plants for Landscaping," by R. S. Rood.
"Producing Top-Quality Liners and Container Stock," by R. E. (Ed) Brown.
Discussion period.

HOME LANDSCAPE COURSE

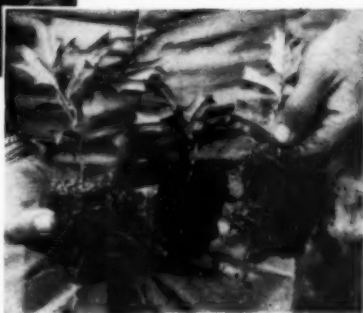
The fifth annual "Improving the Home Grounds" short course will be held on the campus of Pennsylvania State University, University Park, July 6 to 10. The course is open to all adults with an interest in improving their home grounds. Landscape contractors and nurserymen, as well as homeowners, will benefit from the principles and maintenance features of the program.

The course will be presented by staff members of the university and will provide information concerning



Mr. Morgan of Green Valley Nursery Co., Covington, La., is shown holding an Azalea mollis which had been in outdoor beds in Jiffy-Pots for 6 months. Says Mr. Morgan, "We like Jiffy-Pots for our liners and we will be using a lot more."

Right — Ilex in 2 1/4-in. Jiffy-Pots, potted in Sept. 1958, picture taken March 1959.



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with **Jiffy-Pots®** MADE OF PEAT

1. Nursery stock reaches salable size at least 20 per cent faster. Propagators report that 3-year-old stock which was started in Jiffy-Pots is fully equal to 4-year stock started in clay pots. This increase is due to better and faster development and no transplant shock.

2. Your growing area will handle 15 per cent more Jiffy-Potted liners than clay-potted liners.

3. Field planting operations can continue over a longer period of time because Jiffy-Potted liners need not be root-bound prior to going into the field.

The peat pot protects the soil ball during the transplanting operation.



Owen Blackwell of Blackwell Nursery, Semmes, Ala., and Bob Chase (right) of Geo. J. Ball, Inc., admiring Azalea var. Red Wing. This plant was carried in a coldframe from Aug. to Feb. and then bunched in peat moss beds in the plastic house. Owen says, "All of our Azaleas will be handled in Jiffy-Pots because we can grow a larger plant in less time."



"You can replace your nursery stock fast and economically with Jiffy-Pots," says Mr. Roach of Roach's Greenhouse, West Monroe, La. Pictured are Robert Wintz of Geo. J. Ball, Inc., and Mr. Roach examining some young Pittosporum tobira liners, a difficult-to-handle nursery item. Rooted cuttings were potted to Jiffy-Pots at Christmas and now 60 days later they have strong young plants ready to line out.



Richard Oki (right) of Oki Nursery, Sacramento, Calif., and John Kyne of Geo. J. Ball, Inc., looking at Pfitzer Juniper which had been in Jiffy-Pots for 8 months. "We will use nothing but Jiffy-Pots on our liners. They are the best pots we can use in our operation."

ROUNDS

No. 115, 1 1/2-in. Round	Per 1000
3000 to 18,000	\$5.90
21,000 to 72,000	5.40
75,000 and up	4.90
Sold in cases of 3000. 18 lbs. per case. Minimum order 3000.	

No. 122, 2 1/4-in. Round	Per 1000
3000 to 18,000	\$7.25
21,000 to 72,000	6.75
75,000 and up	6.25
Sold in cases of 3000. 35 lbs. per case. Minimum order 3000.	

No. 130, 3-in. Round	Per 1000
1500 to 9000	\$13.25
10,500 to 49,500	12.25
51,000 and up	11.00
Sold in cases of 1500. 35 lbs. per case. Minimum order 1500.	

SQUARES

No. 222, 2 1/4-in. Square	Per 1000
2500 to 17,500	\$7.50
20,000 to 72,500	7.00
75,000 and up	6.50
Sold in cases of 2500. 35 lbs. per case. Minimum order 2500.	

No. 230, 3-in. Square	Per 1000
1000 to 9000	\$14.50
10,000 to 49,000	13.25
50,000 and up	12.00
Sold in cases of 1000. 25 lbs. per case. Minimum order 1000.	

No. 240, 4-in. Square	Per 1000
500 to 4500	\$27.50
5000 to 19,500	25.50
20,000 and up	23.50
Sold in cases of 500. 35 lbs. per case. Minimum order 500.	

SHORTIES

No. 330, 3-in. Shorty	Per 1000
1500 to 9000	\$13.00
10,500 to 49,500	12.00
51,000 and up	10.75
Sold in cases of 1500. 33 lbs. per case. Minimum order 1500.	

No. 335, 3 1/2-in. Shorty	Per 1000
1000 to 6000	\$18.25
7000 to 29,000	17.00
30,000 and up	15.25
Sold in cases of 1000. 35 lbs. per case. Minimum order 1000.	

Prices NET. Prepaid in lots of 150 lbs. or more anywhere in the continental United States excluding Alaska. Otherwise F.O.B. West Chicago; Bayonne, N. J.; Allentown, Pa.; Toledo, O.; Houston, Tex.; Los Angeles and San Francisco, Calif.; Portland, Ore.

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TELEPHONE 299

Geo. J. Ball

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GRAFTED LINERS

"Remember the Quality When You Compare the Price"

	10	100		10	100
<i>Acer palmatum atropurpureum</i>	\$7.50	\$65.00	<i>Juniperus chinensis keteleeri</i>	\$6.50	\$55.00
<i>Acer saccharum monumentale</i>	7.50	65.00	<i>Juniperus scopulorum Blue Haven</i>	6.50	55.00
<i>Chamaecyparis obtusa gracilis</i>	6.00	50.00	<i>Juniperus virginiana burkii</i>	6.50	55.00
<i>Cornus florida alba plena</i>	6.50	55.00	<i>Juniperus virginiana elegantissima</i>	6.50	55.00
<i>Cornus florida rubra</i>	6.50	55.00	<i>Magnolia sieboldi parviflora</i>	7.50	65.00
<i>Cornus florida rubra Prosser</i>	7.50	65.00	<i>Magnolia stellata rubra</i>	7.50	65.00
<i>Cornus florida weitchi</i>	10.00	<i>Parrotia persica</i>	6.50	55.00
<i>Cornus kousa chinensis</i>	6.50	55.00	<i>Pinus cembra</i>	7.00	60.00
<i>Fagus sylvatica riversi</i>	6.50	55.00	<i>Quercus robur fastigiata</i>	9.00	80.00
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<i>Ilex opaca femina Hookstraw</i> (Old Heavy Berry)	7.50	65.00	<i>Thuja orientalis conspicua</i>	5.50	45.00
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 Per 100 Per 1000 5000 or more
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(*Rosa multiflora japonica*)

Hardy, northern-grown plants. Our highest quality is well known.

2 to 3 mm. in caliper, 8 to 12 ins. in height, \$12.50 per 1000.

3 to 8 mm. in caliper, 12 to 24 ins. in height, \$22.50 per 1000.

Less than 1000 add 30%.

Packing at cost.

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ROSES

Central Pennsylvania Grown
 2-yr.-old, field-grown plants,
 Hybrid Teas—Floribundas—Climbers

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 Young, salable evergreens for cash-and-carry trade of garden shops, roadside markets and nurseries.

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Ready to Pot for Spring Sales

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Growers of Spruce, Fir, Hemlock, Juniper, Mugho Pine, etc.

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identification, selection, establishment, management and maintenance practices for plant materials. Shrubs, vines, trees and lawns will be discussed and considered from the viewpoint of the homeowner and the nurseryman.

Members of the course may, if they wish, be housed in the residence halls and eat in the dining rooms of the university. A program and application blank may be obtained from the director of short courses, college of agriculture, Pennsylvania State University, University Park, Pa.

PLAN 1960 DUTCH SHOW

Americans have been invited to take part in an international horticultural exhibition, the Floriade, scheduled for 1960 at Rotterdam, the Netherlands. The invitation was extended recently by Dr. A. S. Tuinman, agricultural attache of the Netherlands embassy, at a press conference in New York city that was attended by a score of American and Dutch business leaders.

Dr. Tuinman described the Floriade as a world's fair of gardening, the first international exhibition of its kind to be held since World War II.

In announcing the details of the exhibition, Dr. Tuinman expressed the hope that Americans would participate in the event to the fullest possible extent and urged those traveling to Europe next year to visit Rotterdam and see the show.

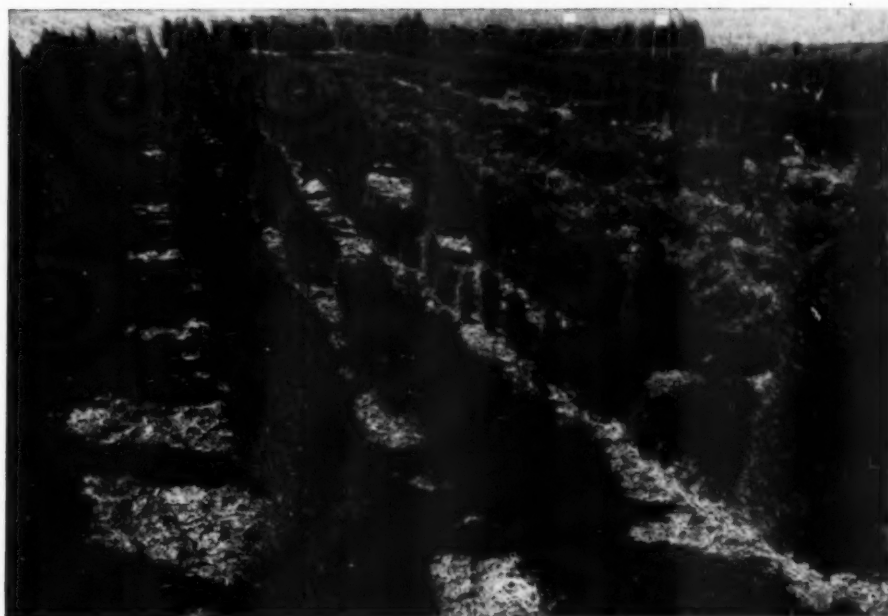
The Floriade promises to be the largest international horticultural exhibition ever assembled. Scheduled to coincide with the 100th anniversary of the Royal General Bulb Growers' Society, the show also will help the Netherlands celebrate the 400th anniversary of the introduction of its famous tulips.

Gustave Springer, Floriade representative in the United States, told the group that many American horticultural organizations will be represented at the show. Subsequent to approval by Congress, Mr. Springer declared the United States government will participate officially in the Floriade, along with more than 12 other countries.

The American Horticultural Council is the coordinating agency for American participation in the Floriade, under the direction of Dr. Russell Seibert, of Longwood Gardens, Kennett Square, Pa. Private companies as well as horticultural societies will exhibit.

In addition to the flowers, fruits,

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No guesswork—proved! Now you too can use Allied Chemical's powerful miticide—Genite 923. This is a new product to the nursery field, but it has long been recognized as the best way to control early mites on fruit trees. Thousands of commercial fruit growers all over the country use Genite and will accept no substitutes. Municipal officials include Genite for mite control in their shade tree spray program. Now you can enjoy the benefits of amazing "sure-shot" Genite 923. A trial this season will convince you that Genite is the best answer yet—bar none!—for controlling mites on ornamentals.

Outstanding, long-lasting control! Genite controls Red

Spider, Spruce Mite, Southern Red Mite, Clover (Bryobia) Mite and other mites on ornamentals. This amazing miticide gives longer lasting control by killing *all* stages of mites—including their eggs. What's more, a little Genite goes a long way! You use only 1½ pints in 100 gallons of water. And Genite is widely compatible with other spray materials.

Prove it to yourself! Try "Sure-Shot" Genite on your ornamentals this season and see how successfully you'll stop mite damage...get healthier, better-looking, higher-priced stock. Available both as 50% emulsifiable concentrate and 50% wettable powder. See your dealer or write for further information today.

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Northern-Grown

	Per 100	Per 1000
2 to 4 ins., S.	\$ 2.00	\$ 10.00
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Freshly collected. Well rooted. Puddled and packed in sphagnum moss. Catalog of plants, ferns, evergreens on request.

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★ An excellent specimen shrub where dwarf evergreens are desired. Grows up to 4 ft. tall with a spread of about 3½ ft. Compact growth of branches and branchlets results in a uniform shape. Requires no support and little shearing. Glossy leaves of near-dark forest-green.

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Ornamentals & Roses

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20 MILLION TREES A YEAR!

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CatalogEvergreen Seedlings—Transplants.
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Strong Rooted Cuttings Ready Now.
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\$37.50 per 1000, 5000 or over.
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Growers of a general line
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Visitors welcome.

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vegetables, shrubs and nursery trees on exhibition for the six months' period of the international show, the Floriade will also depict the most up-to-date methods of processing food for market and the transportation of horticultural products. The famous Boijmans museum at Rotterdam will present a special exhibition of landscape painting through the ages.

As the New York World's Fair had its Trylon and Perisphere and the recent Brussels exhibition had its Atomium, the Floriade will have a symbol in the Euromast, a 350-foot tower that will give visitors a view of half of Holland.

The show will open March 25, 1960, with a spectacular display of tulips and other spring flowers that have made Holland world famous. There will be other outdoor displays of roses, gladioli, iris and chrysanthemums.

INDIANA ROSE FESTIVAL

The Hillsdale Landscape Co., Indianapolis, Ind., will present its annual rose festival June 6 and 7 this year, according to Alex Tuschinsky, owner and operator of the nursery and landscape firm. The popular event is expected to draw over 35,000 visitors to the rose gardens on the nursery grounds eight miles northeast of Indianapolis. Planted about 26 years ago, the gardens now include approximately 15,000 roses and are open free to the public during the festival and every day thereafter through the summer. The nursery marked its 40th anniversary last year.

HARDWARE SHOW DATES

The 14th annual national hardware show will be held this year September 28 to October 2 at the Coliseum at New York city. Serving as managing director of the event is Frank M. Yeager.

CELEBRATED recently was the grand opening of Holly's Nursery's new location on U. S. Highway 31, two miles from Harvey street, at Muskegon, Mich. Prior to the construction of an expressway, the nursery, owned by A. E. Smith, was located near Muskegon Heights on the same highway.

ANDORRA NURSERIES, located near Norristown, Pa., recently sold 146 of its 520 acres. The nursery has been in business for 73 years at the present site, and this was its first land sale.

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TURN THE PAGE TO

Garden Party

ALL-AMERICA
ROSE WINNER FOR 1960

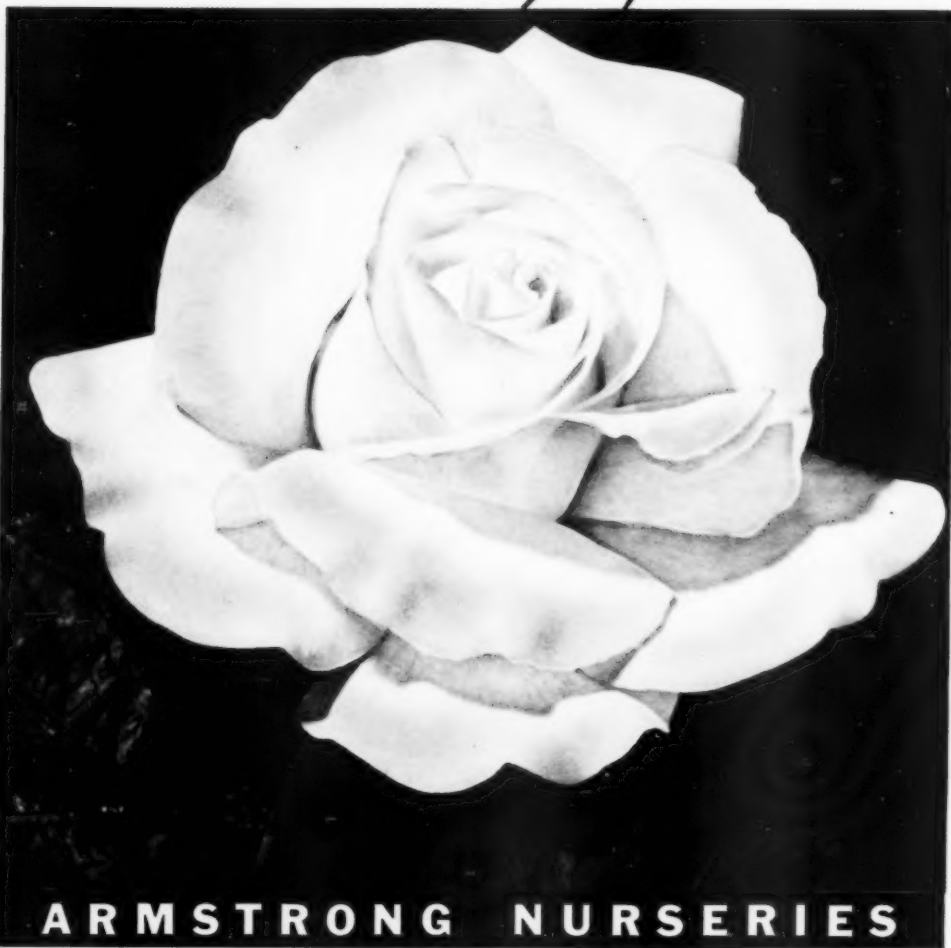
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ARMSTRONG'S

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THE ONLY HYBRID TEA ROSE TO WIN

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Rosedom's new an
with Charling and
roses of the parent
a heritage from Arm
Peace-like, beautie
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And these most lovel
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Greew

AVAILA

New "Spanish" difflora
buds and longboms an
one sees flashin fiesta
is exceptional grow, an
profusion of colorfas
week, month! El C
to give you long-st
for cutting these rose
garden. Plant 796. \$3

This **2-PAGE** ad is appearing in the June issues of foremost garden magazines . . . and
only the start of many such ads to appear in the most "garden powered" **NATIONAL MGS.**
There will be buying action—plenty—so order these great new roses from your
rose grower **NOW!**

or write Armstrong Nurseries, Ontario, California

the Year!

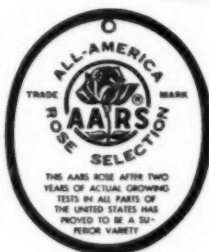
Party

om's new and a rose blueblood, too—
 Charlotte and Peace the two greatest
 of the parents! Beautiful long buds,
 stage like Armstrong, open to giant,
 like, beauties of pale ivory subtly
 edged with edge of each wide flaring petal.
 These most loveliness—long-stemmed and
 lasting—profusely on a handsome plant,
 vigorous, to grow. Plant Pat. No. 1814.

\$3.50 ea.

All-America Rose means:

1. Garden Party was thoroughly tested for 2 full years in All-America gardens from coast to coast.
2. Scored day after day by America's top rose experts on 12 performance points.
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4. Garden Party and other All-America Winners are champion performers. They'll prove it in your garden.



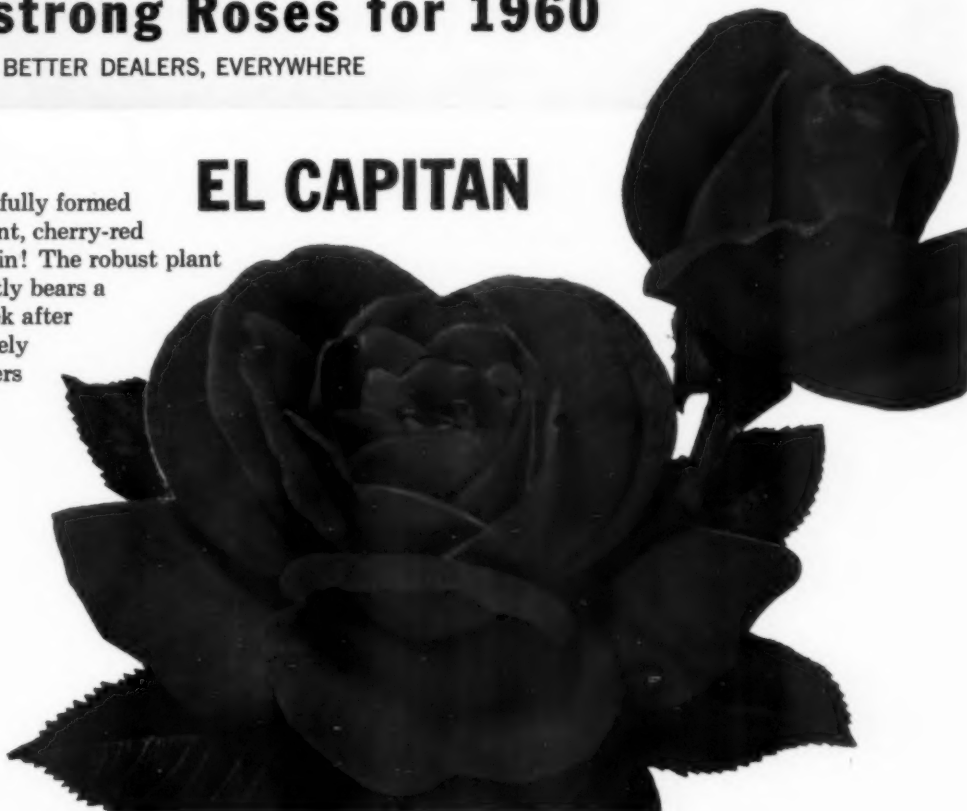
Look for
 the All-America Tag
 on Each Plant

Greew Armstrong Roses for 1960

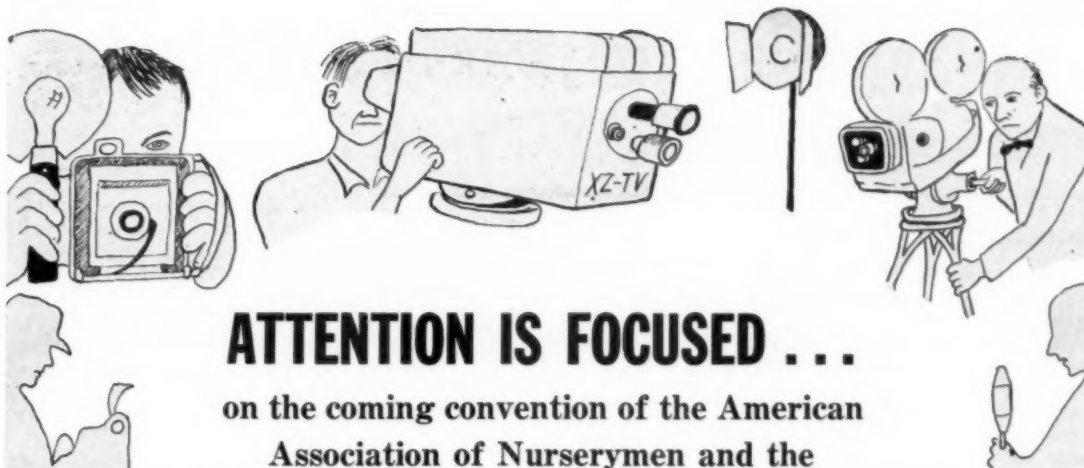
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Spanish dillora—The beautifully formed
 and long forms are that radiant, cherry-red
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 optional grow, and exuberantly bears a
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 month! El Capitan is likely
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on the coming convention of the American
Association of Nurserymen and the

JULY 15 A. A. N. CONVENTION NUMBER

— the trade's established buying guide —

FORMS CLOSE ON JUNE 18

REACH 10,000 NURSERYMEN WITH THIS SPECIAL ISSUE

This one issue — the only "special" issue we publish — can be the most important issue of the year for you. It has long served the trade each year as a convenient buying reference, because it contains advertising on practically every type of nursery supplies, equipment, stock and resale merchandise of interest to the trade. **OUR READERS RETAIN THIS ISSUE FOR YEAR-ROUND CONSULTATION;** you will want to have your firm prominently represented in it.

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AMERICAN NURSERYMAN

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- These readers pay \$5.00 per year to receive the magazine, so you know they have a vital interest in it and read each issue thoroughly. In fact, they rely on this magazine for authoritative information on all phases of the nursery business.
- The magazine covers a vigorous, rapidly growing industry, and products of interest to this trade receive avid attention.

- The magazine's circulation is carefully screened and only bona fide trade members are permitted to subscribe.

- It reaches nearly 10,000 commercial nurserymen twice each month—including 90 per cent of the members of the American Association of Nurserymen, plus a very high percentage of other nurserymen who belong only to the various state associations.

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THIS BUSINESS OF OURS

Reflections on the Problems of Nurserymen

By E. Sam Hemming

MODERN PLANT STORAGE

Great improvements have been made in nursery equipment and practices in the past 15 years and are obvious in many directions. The same degree of improvement in methods of plant storage has been made, but the public seems quite unaware of it and I am inclined to believe that many of my fellow nurserymen are unaware too.

I must confess to some considerable degree of ignorance also. My nursery is largely a landscape firm, and a plant storage unit was not necessary until this year when the wholesale business increased. It has given the expected aid in the wholesale business, but to my surprise it has been such a help in the landscape operations that I wonder how the firm got along without it. It has more than paid for itself in time saved in not having to heel plants in and has been invaluable for keeping plants already dug safe when a spell of cold dry weather comes along in early winter or early spring. Often I have ordered plants for customers in the late fall but have not planted them until spring; when they are heeled in, the winter buffeting often makes them shabby or freezes the tips.

The old-time storage cellar with which so many of us were familiar had many faults. Often the top walls and roof had poor insulation, even air cracks, so that the humidity was low at the ceiling and perhaps too high on the floor. Plants either dried out or they were so moist that fungus was encouraged. For general nursery use a completely insulated room is sufficient, but for firms doing a large specialty business, such as in roses and strawberries, it is desirable to have automatic refrigeration control and automatic humidity control. The room should be equipped with regular cold-storage doors.

Necessary for Garden Centers

After finding how valuable a storage room is to a landscape nursery, I should think that it is an absolute necessity for a garden center. The garden center displays packaged roses and other deciduous nursery stock in open bins and frames, where in spite of shade and protection, drying occurs. If the surplus were kept

in a storage room and brought out as needed, it would be more satisfactory. Storage not only keeps plants from drying out but inhibits early growth both by the effect of cold temperature and the lack of light.

The old-fashioned storage cellar, although having its weaknesses, was often erroneously blamed for the poor plants that came out of it. Now it is known that often too much drying occurred when the plants were dug in the fall but were carelessly handled before reaching storage. Some such carelessness still exists. Lack of good shipping and packing methods has also caused the public to distrust storage plants.

A properly stored plant should be every bit as vigorous and viable as a freshly dug plant. In a number of cases the stored plants can be better.

All nurseries grow some plants that are not quite hardy, and these will do better if kept in a storage room. Examples at my nursery are crape myrtle, flowering pomegranate and fig.

Valuable for Seedlings

Of course the storage room is invaluable for preparing seedlings, small liners, etc., in late winter. The plants are then put in the storage room to be lined out in late spring. The fact that growth in the spring is inhibited one to three weeks is a big help in a landscape nursery when time is so valuable. Also about half the work involved is done in the off season.

My firm has never been able to consider seriously any grafting program, but with the use of a storage room it should be possible, particularly for certain deciduous root grafts.

A storage room would have less value for seed storage, although the types of seeds that require stratification could well be kept there. Large nurseries that are building refrigerated storage rooms might have a

YOU CAN STILL PLANT POTTED LINERS WITH GUARANTEED SURVIVAL

Potted Liners, 2 1/4-in. Rose Pots

	10 to 25			10 to 25	
	Per 10	Per 100		Per 10	Per 100
Berberis julianae	\$3.50	\$25.00	Magnolia rustica rubra	\$4.00	\$35.00
Berberis thunbergii atropurpurea	3.50	25.00	Pieris japonica	3.00	20.00
Berberis triacanthophora	3.50	25.00	Pyracantha coccinea lalandi	3.00	20.00
Buxus koreana	3.00	20.00	Taxus baccata repandens	3.50	25.00
Buxus sempervirens	3.00	20.00	Taxus cuspidata	3.50	25.00
Chamaecyparis cyano viridis	3.00	20.00	Taxus cuspidata aurea	3.50	25.00
Chamaecyparis plumosa aurea	3.00	20.00	Taxus cuspidata capitata	3.50	25.00
Cham. plumosa sulphurea	3.00	20.00	Taxus cuspidata compacta	3.50	25.00
Cotoneaster conspicua			Taxus cuspidata densiformis	3.50	25.00
decidua	3.00	20.00	Taxus cuspidata F & F compacta	3.50	25.00
Franklinia alatamaha	4.00	35.00	Taxus cuspidata nana	3.50	25.00
Ilex cornuta burfordi	4.00	30.00	Taxus media brownii	3.50	25.00
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WINNERS NAMED IN ROSE GARDEN CONTEST

A rose garden designed by John F. Collins, a student at Pennsylvania State University, University Park, Pa., was rated among 81 professional and student entries in the first national "Roses in Home Landscaping" contest of the Jackson & Perkins Co., Newark, N. Y.

Public introduction of the garden will be a feature of the opening of the 28th annual Newark rose festival, June 20 to 28, in the Jackson & Perkins Co. 17-acre display rose garden there.

Two groups, student and professional, entered plans for the landscaping of a 10,000 square foot

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Pink Cushion
Purple Cushion

Yellow Cushion
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PRICES: Rooted Cuttings—COLLECTION RATES

500 R.C.	\$ 27.50
1000 R.C.	52.50
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Hollies — Taxus — Hardy Azaleas

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page 77, or write:

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property, with a rose garden as an integral part of the over-all design. Because the jury of three judges felt that no one entry "both fulfilled the form requirements of the problem and offered satisfactory ways of utilizing roses in a design for a rosarian," they declined to name a first-prize winner in the professional class.

Rose Qualities Slighted

In explanation of this finding, the jury stated in a special report: "The general levels of design 'feeling' and of delineation of both the professional and student groups were high. Despite this, the jury was unanimous in its feeling that the predominance of the submissions disregarded the basic requirements of the competition. Instead of an analysis of roses as design materials, the solutions for the most part were as though the requirements were of any typical back yard."

Two designs among the 41 entries submitted from 14 states in the professional division tied for second place. They were entered by the landscaping firms Moriece & Gary, Inc., Cambridge, Mass., and Baronian & Danielson, 928 Gregory place, Davis, Calif.

Third and fourth prizes in the professional division went to Baldwin, Eriksson & Peters, 8523 Beverly boulevard, Los Angeles 48, Calif., and George Creed, 2459 Queenston road, Cleveland Heights, O.

Mr. Collins's entry not only was judged the best rose garden design, but won first place in the student division. Second prize was won by Miss Diana Leipprandt, of Michigan State University, East Lansing, Mich., and third by L. D. Kelleher, Jr., of Louisiana State University, Baton Rouge. In all, 40 entries were submitted from 10 universities. Prizes for the first three winners in the student division were government bonds amounting to \$500, \$100 and \$25. Cash prizes were also offered in the professional classes.

Judges

Chairman of the judging committee was Prof. Hideo Sasaki, chairman of the graduate school of landscape design, Harvard University. He was assisted by Prof. Charles Cares, of Cornell University, and Armand Tibbitts, landscape architect of Greenwich, Conn.

Winners of honorable mention in the professional division were Meade Palmer, 121 Culpepper street, Warrenton, Va.; Taft Bradshaw & Timothy Barrows, 23 Southeast 9th



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street, Fort Lauderdale, Fla.; John Grissim, Munson Associates, 19741 13 Mile road, Roseville, Mich.; James P. Drayer, Robert M. Babcock, 5707 Shafter avenue, Oakland, Calif.; Junichi Asakura, Ivey & Asakura, 3740 South Norton avenue, Los Angeles 18, Calif.; William Ned Samuel, 8308 North Kedvale avenue, Skokie, Ill., and Chapin & Associates, 6800 Airline highway, Baton Rouge, La.

Winners of honorable mention in the student division were Thomas Musiak, University of Massachusetts; L. A. Reader, Jr., Pennsylvania State University; Luis Parraga, Walter Kocian, John Rahenkamp and Emil Vandermeulen, all of Michigan State University, and Jack N. Haynes and T. W. Schnadelbach, Jr., of Louisiana State University.

LONG ISLAND FIRM MOVES

Bloodgood Nurseries, Commack, L. I., N. Y., one of the oldest nurseries in the United States, will move its entire operation from the present Long Island site to Bucks county, Pennsylvania, within the next three years, according to a recent article in the Doylestown, Pa., *Intelligencer*. The wholesale nursery has operated a 100-acre branch nursery near Doylestown in Bucks county for the past two years and now intends to increase this acreage and consolidate its growing and office facilities there.

Quoted in the newspaper article, William Foulk, Jr., nursery vice-president, cited the tremendous expansion of housing developments and rising costs on Long Island as the prime reasons for the move. Bloodgood Nurseries also operate a retail outlet at Spring House, Pa.

BUILT recently at Lyons Nurseries, Silver Spring, Md., were several steep-sided plastic greenhouses, which provide light for plants under a bench. The owner, Jimmy Lyons, specializes in azaleas and has over 250 varieties in his collection.

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6 to 12 ins.	\$ 6.00	\$ 55.00
12 to 18 ins.	8.00	75.00
18 to 24 ins.	12.00	100.00
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BUR OAK

(Quercus macrocarpa)

2 to 3 ft.	17.00	140.00
3 to 4 ft.	22.00	190.00
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Norway Spruce, 3 to 4 ft., 4 to 5 ft., 5 to 6 ft.

Austrian Pine, 3 to 4 ft., 4 to 5 ft., 5 to 6 ft., 6 to 7 ft.

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Red Pine, 3 to 4 ft., 4 to 5 ft., 5 to 6 ft., 6 to 7 ft.

Scotch Pine, 3 to 4 ft., 4 to 5 ft., 5 to 6 ft., 6 to 7 ft.

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Pfitzer Juniper

Andorra Juniper	Each
6 to 8 ins.	\$0.05
Pfitzer Juniper	
6 to 10 ins.07
6 to 8 ins., bands	.16
Euonymus patens, small-leaved, 8 to 10 ins.04
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6 to 10 ins.04

Less than 300, total order, 2c more per plant. Less than 50 of any item, 4c more per plant. See classified under lining-out stock for other items.

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Hydrangea P. G. (Tree Form)
Ornamental Trees
Grapevines, 1-yr. and 2-yr.

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WILLOWBEND NURSERY
PERRY, O.



COVER ILLUSTRATION

Syringa Vestale

Vestale is one of the best of all the single-flowered white Syringa vulgaris hybrids. It originated in the nurseries of that great French nurseryman, Victor Lemoine, and was introduced by him in 1910. The plant of this specimen, which has been growing in the same place in the collection at the Arnold Arboretum since 1916, is at least 43 years old. This proves that a lilac, provided it is given reasonable care, will last many, many years. This particular plant now is eight feet tall and has many leaders from the base, which is about four feet in diameter. It is one of the outstanding lilacs in the group of over 500 at the arboretum almost every year.

The branching is vigorous and upright, especially because the large old stems have been removed on numerous occasions and what is left are the young vigorous growing branches. These grew 12 to 18 inches last year, and from a distance, where one cannot observe the old stubs at the base, the plant actually looks only one fourth its age.

The single white flowers are large; the clusters are dense and pyramidal. The flower buds are often a pale yellowish white, but the flowers open to a pure white, with the anthers of the flowers visible, but deeply set. It has been noted that these flowers closely resemble those of Mont Blanc, another Lemoine introduction, but, if anything, the flowers of Vestale are a purer white. They open with the earlier-flowering S. vulgaris hybrids.

In the survey of lilacs which are being grown in North America, this variety was voted as tops in its field by 75 growers, without a single derogatory vote. One or two of the double-flowered white varieties may be grown more now than this one, but it is still most popular. Apparently it forces well, also. If popularity and past performance mean anything, this should be the first single white-flowered lilac to consider growing.

D. W.

NAME of C. F. Mahan & Son, Dayton, O., has been changed to Mahan's Florist & Garden Center. The address is 5010 Linden avenue.

NEW ownership of Delridge Florists & Nursery, Seattle, Wash., was assumed by Albert Warchime.

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(Plant Pat. No. 1392)

A deep red hybrid tea with grandiflora tendencies. A. R. S. rating 7.9. Suggested retail, \$2.50.

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(Plant Pat. No. 1493), A. R. S. 1958, 7.6.

A many-petaled pink rose with outstanding lustrous foliage. Suggested retail, \$2.50.

Each	Each	Each	Each
1 to 9	10 to 19	20 to 99	100 to 249
\$1.60	\$1.40	\$1.25	\$1.20

Each 250 and up, \$1.10

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OBITUARY

Eugene E. Ruppert

Eugene E. Ruppert, retired nurseryman and landscape man of Takoma Park, Md., died in a hospital at Washington, D. C., March 12, as the result of a heart attack. He was 68.

One of the founders of the Maryland Nurserymen's Association, he established and operated the Silver Spring Nursery, retiring in 1952. He also was a judge in Montgomery county, Maryland, serving on the orphans' court bench for six years. Before his illness he had been selected foreman of the Montgomery county grand jury.

Mrs. Henry B. Chase

Annie Chase, wife of Henry B. Chase, known widely in the trade as "Uncle Henry," president of Chase Nursery Co., Inc., Chase, Ala., and a past president of the American Association of Nurserymen, died the afternoon of May 2. Services were held at Huntsville May 4.

Mrs. Chase was born Annie Stewart at Charlotte, N. C., and was married to Mr. Chase in 1896 at Hickory, N. C., Mr. Chase's home before going to Alabama and eventually taking part with three brothers in the organization of Chase Nursery Co., Inc., which he was serving as treasurer at the time of his marriage. In 1925 the couple made a world tour. In 1946 they returned to Hickory, N. C., for the celebration of their 50th wedding anniversary.

Mrs. Chase, along with her husband, had many active community interests, including the Girl Scouts, educational programs and library facilities. She was also known to many through her attendance at A. A. N. conventions.

Survivors, besides the husband, are Henry Homer Chase, a nephew, presently managing Chase Nursery Co., Inc., and Robert C. Chase, another nephew, a southern representative for George J. Ball, Inc., West Chicago, Ill., residing at Huntsville.

George P. Madden

George P. Madden, owner of the George P. Madden Landscape Nursery, Seattle, Wash., died February 28 as a result of a heart attack. He was 62. Born at Spencer, Ia., he went to Seattle 33 years ago. He was a member of the American Association of Nurserymen and the Washington State Nurserymen's Association.

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This tree is also known in common parlance as Corkscrew Tree, Corkscrew Willow or Contorted Handker Willow.

Potted liners only
\$30.00 per 100;
\$250.00 per 1000.

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Perry, Ohio

PIN OAKS

(*Quercus palustris*)

	Per 10	Per 100
4 to 5 ft.	\$19.00	\$175.00
5 to 6 ft.	25.00	225.00
6 to 8 ft.	37.50	350.00
1 1/2 to 2-in. cal.	65.00	600.00

See our seedling list in this issue. Also B&B material of excellent quality.

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Evergreen Liners
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Fruit Trees
French Lilacs

Philadelphus Minnesota Snowflake
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Painesville, O.

tion. Survivors include his father, John W. Madden, Spokane, Wash.; two sisters, and a brother.

William L. Harris

William L. Harris, Springfield, Pa., died in a hospital at Yeadon, Pa., April 26 at the age of 64. He was one of the operators of Harris Bros. Nurseries, Springfield. He is survived by the widow, Agnes; a son, William E.; a daughter, Mrs. Robert Hufford, and two sisters and a brother.

Hershel H. Marshall

Hershel H. Marshall, operator of Green Ridge Nursery, located near Exello, O., died April 24 at a hospital at Middletown, O., as a result of cancer. He was 68. The survivors include the widow; two sons, Ross and Ray Marshall; two brothers, and two sisters.

Herbert W. Voorhees

Herbert W. Voorhees, 57, Hopewell, N. J., president of the New Jersey farm bureau, was killed April 20 when his automobile struck the rear of a bus. No one else was in the car with him.

KALLAY ADVANCEMENT

Charles Kallay, New Augusta Nurseries, Inc., New Augusta, Ind., was recently named general manager of the firm by the owner, Mrs. Hazel Schnitzius. Formerly superintendent of digging operations at the Kallay Bros. Co., Painesville, O., Mr. Kallay resigned last October to join the Indiana nursery, which has been continued by Mrs. Schnitzius since the death of her husband, Henry, in 1957. The late Mr. Schnitzius, who was a past president of the Indiana Association of Nurserymen, founded the New Augusta Nurseries in 1930.

MICHIGAN FOREST UNIT ENDS SEEDLING SALES

Nursery operations carried on by Michigan State University at its Russ forest research station near Dowagiac and at other locations in the state were scheduled to be discontinued as of June 1, 1959. Stuart McCullough, resident forester at the station, explained in an article published in the Dowagiac News that the university went into the nursery business many years ago when private nurseries could not meet the demand for reforestation stock and for trees planted for the Christmas trade. He stated that private nurseries are now in a position to keep up with

(OUR 35th YEAR)

the cottage gardens



Nick I. W. Kriek — Harold E. Hicks
2707 W. St. Joseph St. Lansing 17, Mich.

5-in. pots	1 to 9 rate	10 rate	100 rate
ARGOSY, single, yellow	\$2.50	\$2.25	\$2.00
LA LORRAINE, double, yel.	3.25	3.00	2.75
REINE ELIZABETH, salmon-rose, double	2.50	2.25	2.00
SATIN ROUGE, double, vermillion-orange	3.50	3.25	3.00
YASO-O-KINE, immense, semidouble, pure white	4.50	4.25	4.00

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Seedlings—Transplants
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Tyler, Texas

the market and that the Russ forest staff can return to the full-time forest research work for which the station was originally intended.

At the time the article appeared, 265,000 3-year-old Austrian pine seedlings and 65,000 red pine seedlings remained in the station's nursery. The article emphasized that these could be sold only for conservation purposes or to be grown for resale as cut Christmas trees. Mr. McCullough noted that those seedlings that are not sold by June 1 would have to be disposed of by other means.

TUKEY JOINS CORNELL

Dr. Harold B. Tukey, Jr., has been appointed assistant professor of ornamental horticulture at Cornell University, Ithaca, N. Y., and will join the staff next September 1. Dr. Tukey is on a National Science Foundation postdoctoral fellowship and is conducting research in the department of biology at the California Institute of Technology, Pasadena. He is working with Dr. James Bonner in studies of the effects of various temperature and light cycles on the growth of plants.

In earlier postdoctoral work, on a fellowship of the atomic energy commission, he investigated the leaching of nutrients from plant foliage at Michigan State University, East Lansing.

A member of the American Society for Horticultural Science, the American Society of Plant Physiologists and the Botanical Society of America, Dr. Tukey was graduated in 1955 from the department of horticulture, Michigan State University, where he also received his master's and doctor's degrees.

CASE HOOGENDOORN, Newport, R. I., and his family plan to be in Holland during July and part of August this year.



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PLANT NOTES HERE AND THERE

By C. W. Wood

Some Thoughts on Fragrance

If I am any judge of trends in gardening, it will pay neighborhood growers to give special attention to fragrant plants during the next decade or so. It appears that the vogue for herbs has brought fragrance to the fore; if so, the cult of the herbalists has done gardening a good turn, for the craze for size of flower and flashy colors was being allowed to dominate choice. The emergence of fragrance does not mean, of course, that we are through with the bizarre, for that we always have with us and always will as long as the "hucksters" dominate buying habits. It does mean, however, that more sanity has been injected into gardening. If one wants to investigate the subject of fragrance in plants, may I suggest the following short list as a starting point?

The subtle combination of lemon and spice found in the eastern spicebush, dear to the heart of every country boy from Maine to Texas, should be a first consideration of the searcher for garden fragrance. The only sour note in the matter for me is that the name changers have been at work and will not permit me longer to call it *Benzoin aestivale*, a musical name that brings up so many pleasant memories. Now I must call it *Lindera benzoin*.

Spicebush starts off the spring with its pleasant scent, quickly followed by some of the hardy bulbs, including daffodils and hyacinths. From that time until November rings the curtain down on witch hazel (*Hamamelis virginiana*), there is a long list of fragrant plants to help make the journey a little more pleasant from day to day. It would not be possible to name them all here; so I shall restrict the rest of these remarks to this brief list: Mints, thymes, pinks, sages, tuberoses, heliotrope, *Arabis albidia*, wallflowers, sweet woodruff, sweet violets, monardas, honeysuckles and mock oranges.

Iris Graminea

Answering a Massachusetts inquirer, I should say that *Iris graminea*, a Eurasian member of the beardless section, is not really exciting to me so far as beauty is concerned. It makes tufts of narrow, linear leaves to 18 inches or so in length, with flowering stems not ex-

ceeding the somewhat grassy foliage. The general color effect of the beardless blooms is reddish purple, not an offensive shade and not an attractive one either, though the fragrance is delightful. The plant is easily satisfied in almost any garden soil in sun or light shade, comes readily from seeds and usually blooms the second year. There must be a dwarf form in gardens, for I see one mentioned occasionally that is said to grow to six or eight inches. That should delight rock gardeners.

Stokesia

Answering a Minnesota inquirer, I should say that, judging from reactions of *stokesia* to northern Michigan winters, I should not ex-

pect it to be a satisfactory subject for even the southern part of Minnesota. On the other hand, it is not so tender as the early literature on the plant would indicate. It commenced to earn its reputation with regard to cold in England when Johnson wrote that it is "a half-hardy evergreen, requiring a little protection in winter." Its nature was further entrenched in gardeners' minds when Robinson wrote: "The plant does poorly in cold soils and positions, but if it is grown in pots it flowers well in a cold house or conservatory in autumn." If Robinson meant by cold soil a poorly drained one, that probably holds the clue to the suggestion that it is tender to cold, for, though the early

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travelers said it was found growing on wet pine barrens, it has been found that it is quite hardy in the north if given a light, well-drained soil and some protection in winter. It is not quite hardy enough for general use this far north in Michigan (latitude, 45 degrees), but it is satisfactory here if handled carefully. I suspect it would need the same careful treatment as far south as the Ohio river and probably would suffer severely in the mid-Minnesota climate of my inquirer.

Considering the size of the flowers in modern varieties, one is astonished to read of the early collectors' reporting the blooms as being but an inch across. That might have been true of wildings growing in the poor soil of pine barrens, but the plants must have quickly shown their appreciation of good living in gardens. Writers of the late 19th century speak of flowers two inches or more in diameter, and the first flowers I saw at the turn of the century were all of three inches; modern varieties, such as Blue Moon and the newer Blue Danube, may be as much as five inches across.

For the benefit of those who do not know the last-named varieties, it may be said that Blue Moon is a silvery, light blue, with the center crest having a pale lilac tinge; Blue Danube is a deeper blue, and the flower is flatter. Both are splendid garden plants where hardy, blooming from midsummer onward, and are good for cutting. Thus, I find Meehan writing as follows in "The Garden" (London) in 1879: "This plant has this autumn furnished the chief supply of blue flowers brought to Convent Garden market in a cut state. They first made their appearance early in September and were to be seen in the florists' shops until late in November. Those who desire a really good autumn flower would do well to grow this. The blue, aster-like flowers are large and showy and are borne on the end of every branchlet, each bloom being about three and one-half inches in diameter and apparently semidouble. In its late-blooming property consists its chief value, for late-flowering, hardy, really good plants are scarce."

Phlox Diffusa

I find the following note in one of my garden books of 1947 on Phlox diffusa: "It has been my experience that most of the prickly-leaved phloxes are tricky, and some are quite impossible to grow in the east with our present knowledge." I still subscribe to that statement, with this added: The impossible

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kinds are to be numbered among those with needlelike leaves that also are woolly all over. Among these are *P. bryoides* and *P. muscoides*, two of the worst miffs I have ever encountered. Of the kinds with prickly leaves but with little or no wool, *P. diffusa* holds much promise of adapting eventually to eastern conditions. In fact I have seen several plants during the past 10 years (plants three and four years old at the time I saw them) that showed signs of being permanent. And that will mean a splendid addition to the alpine.

According to my experience, the plant needs perfect drainage, deep enough to keep all excess moisture from the crown of the plant at all times. It also did best in positions that were shielded from the sun from midmorning to midafternoon. It grows quite readily from tip cuttings taken after flowering and rooted in sand in a shaded frame and from ripe wood pulled off with a heel in September in my climate.

Judging from material that I have had, it is easy for me to believe that the species is quite variable in flower. One would have to do some choosing, as a consequence, to get the best colors and flower shape, for the blooms vary from small in size, with narrow, thin petals, to broad, overlapping petals of good size, and the color is from a rare white through lavender to pink and purple.

Penstemon Azureus

A New York correspondent, who has been trying to handle *Penstemon Blue Bedder* as an annual, the same as growers do in California, has found that it is not to be done in the east. He wonders if *P. azureus*, a plant closely related to the *P. purdyi*, which in turn is either a form of *P. heterophyllus* or near to it, could be used in the same way.

It is regrettable that *Blue Bedder* will not, so far as I know, behave in the east as it does in California, where growers handle it as nurserymen grow petunia plants for sale in the east. But it never germinated well for me, was not a good grower when it did germinate and did not have the bright blue shades that Carl Purdy, Ukiah, Calif., used to tell me about. If anyone in the east has had good results from *Blue Bedder*, it would be interesting to hear from him.

The parent, or parents, as the case may be, of *Blue Bedder* belong to a division of penstemon that has been set apart by botanists on technical characters of no special interest to



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the gardener. If one is technically minded, he should look for the division called *sacanthera* by the systemists, which also included *bridgesii*, *cusickii*, *filiformis*, *gracilentus*, *laetus*, *richardsonii*, *venustus* and several others, many of them quite unknown in gardens.

P. azureus, like *Blue Bedder*, is a good plant for the west coast, where it is counted among the long-lived kinds (10 to 15 years is mentioned for California and three or four years in the moist sections of the north-west), but it is not a good-growing plant in the east so far as I have been able to learn. I find one rather enthusiastic report in my files from the late Frank Waugh, the Massachusetts landscape architect, who wrote after a year's trial that *P. azureus*, of a long list of penstemon species that he had bought from a western nurseryman, was the most promising.

"It is about 12 to 15 inches tall," he wrote, "with upright spikes and beautiful, bright, clear blue flowers, almost the shade of the fringed gentian." As he did not report again on them, I suspect they behaved as they usually do for the most of us in the east by passing out of the picture after one good flowering, leaving no progeny behind.

In addition, this species group of penstemon makes so few basal offsets that it is practically impossible to maintain a stock by division. Seeds are notoriously uncertain in germinating in all *sacanthera* that I have tried, and seedlings are not easy to bring through their early stages. So, everything considered, I should not expect *P. azureus* to make a profitable commercial venture in the east. If that conclusion seems too pessimistic to some, please let me hear about it.

Incidentally, a closely related species from the harsh, dry section of eastern Oregon and Idaho, *P. cusickii*, has given indications of adapting itself to eastern conditions but has had so little testing that final conclusions cannot be drawn. If someone has had experience with it, will he please write me personally so I can let other interested growers know about it.

Two Small Ground Covers

The incessant search for ground covers leads one in many directions, often to plants of questionable value for the role, and sometimes it even leads over others of undoubted virtues. These thoughts came to me recently when a reader asked me why I never mention *Hutchinsia alpina* in this column. I suppose the reason I have seldom, perhaps never during

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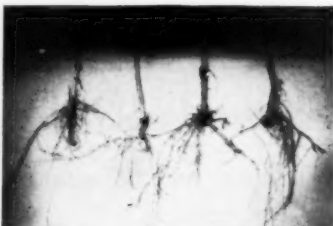


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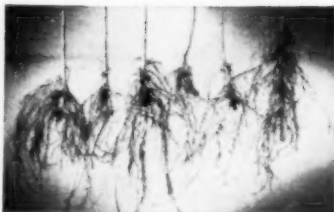
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recent years, mentioned the plant is that I felt everybody knew it.

Hutchinsia alpina is a good plant for the carpeting of beds of small bulbs, like grape hyacinths, chionodoxas and scillas. Its feathery foliage is arranged in attractive mats that hug the ground, and its offering of small, white flowers, usually during late April, May and early June, is no small part of its charm. It will grow in either sun or part shade, preferably in moist soil if the exposure is sunny. In addition to being good in bulb beds, it is also an ideal plant to adorn the interstices of paved walks. Like many crucifers, it comes readily from seeds, and the clumps may be divided with ease.

If one knows *Herniaria glabra* and has no great love for it, I can appreciate his feelings; yet, the plant does have special merit for certain roles. If the only requirement of a ground cover plant were to cover the ground, one would not have to look further when he found *Herniaria glabra*. But one asks more than mere covering, and some of the virtue one expects, *herniaria* does not possess. Its small, greenish-white flowers are of little consequence. Its merit lies in the fact that it is able, even in the poorest of soils, to make a mosslike covering of pleasing green. It is easily grown from seeds or division and is useful in bulb beds or for carpeting any unconsidered area.

L. I. NURSERYMEN'S SETUP

[Continued from page 13]

pletely up to the discretion of the salesman. One contractor has recently been charging 10 per cent as landscape insurance, giving a 100 per cent unconditional guarantee for one year. This service is usually suggested only after the sale has been made. This has proved an excellent source of income for the nursery, because the customers like it, and losses generally run considerably less than 10 per cent.

This method stimulated a lengthy discussion. There were some contractors who felt that the association should have a unanimous agreement on a policy for guaranteeing nursery stock in this area. The majority felt that a 1-year guarantee should be given and that no charge should be made for labor on replacements.

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adoption by all local nurserymen and landscape contractors in the association at a later date. Many landscape men were reminded of the losses suffered this spring from winter damage to late fall plantings. One landscape man reported a planting loss of 50 per cent.

Among many other miscellaneous points that came up in the discussion was the tipping of the foreman. Some contractors have the policy of allowing the foreman to keep 50 per cent of any tip, but requiring him to distribute the rest among the crew. On the other hand, another nursery holds to the policy of firing any employee who accepts a tip.

Majority Would Permit Tips

The majority felt that, since the tip is an expression of gratitude by the customer, the crews should be allowed to accept it. The customer should understand, however, that he is not obligated to make such tips and the foreman or crew should not hang about or make any indications that a tip is necessary after the completion of a job.

Another important point brought up concerned the depth of planting holes dug for nursery stock. Apparently no standard has been stipulated, and planting depths vary widely because of the differing soil conditions on Long Island. In one area, where hardpan is a problem, an attempt is made by most nurserymen to break through the hardpan, next fill in with soil over a rock base, and then make the planting.

Don Pollitt gave an interesting discussion on the form letters that his company worked up during the winter season. One of these welcomes the new customer into the firm's family of well-pleased patrons. Another form letter is sent when the entire job of landscaping is completed. It points out that the responsibility is now on the customer to perform needed watering, spraying and other maintenance tasks. It ends with "Happy Outdoor Living" as a farewell salute.

DARRELL DEHM, Eldon, Ia., opened in April a new nursery business known as Dehm's Gardens. A grower of other lines of plants for some years, Mr. Dehm has had a new building, 18x24 feet, constructed to house the enterprise on a main street location.

GRAND opening was held recently of a garden store at Ben Sovey's Greenhouses, operated at 950 North River street, Ypsilanti, Mich., since 1940.

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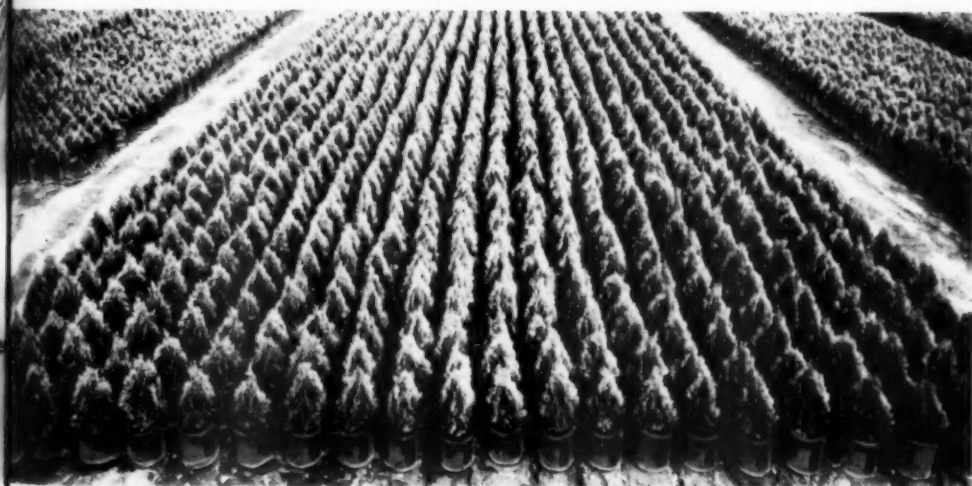
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Pacific Coast News

TRI-COUNTY CHAPTER

At the March 29 meeting of the Tri-County chapter of the California Association of Nurserymen, held at the Ventura Woman's Club quarters, Ventura, there were 29 present for the buffet supper. Bert Kallman, program chairman, introduced Kenneth Matthews, California Spray-Chemical Co., Whittier, who showed an excellent film on European gardens.

The resignation of Tom Edwards, Roy F. Wilcox & Co., Santa Barbara, as vice-president, was accepted, and E. Pfadenhaur, El Mirador Estate, Santa Barbara, was elected to serve for the remainder of the term.

Two new directors were elected—Clark Litten, Walnut Nursery, Camarillo, and Al Williams, Reed's Nursery, Santa Barbara.

Correspondence was read, and it was learned that a stronger nursery license is in the making. President Ruth Curtis, Ventura, named to the membership committee E. Pfadenhaur, chairman; Burt Trick, Santa Maria, and Ralph Curtis, Ventura. Bert Kallman and Dr. Carl Wolf were named to the auditing committee.

A report of the Los Prietos boys' camp project was given by Walter Barrows, and it was moved that Dr. Wolf write to the Ventura board of supervisors to see if it can supply tools for the camp and to explain what the C. A. N. has done for the camp. Bob Kallman reported on the nation-wide clean-up, paint-up and fix-up campaign and asked the support of the nurserymen.

The May meeting, to be held jointly with landscape contractors, was scheduled at the Dos Pueblos Orchid Co., Goleta.

Walter S. Barrows, Sec'y.

DEDICATE ROSE GARDEN

Dedication ceremonies were conducted recently at Rose Hills memorial park, near Whittier, Calif., for the park's new rose garden, which covers nearly three acres and contains more than 4,000 roses of 240 varieties.

To be known as the Pageant of Roses, the garden was developed by John D. Gregg, president of the memorial park, in cooperation with 17 of the country's leading rose growers and was designed by landscape architects Cornell, Bridgers & Troller. Its rose beds, bordered by

concrete walks in pastel tones, are centered around a gold-colored woven aluminum pavilion, where visitors may obtain information on particular roses or on the garden itself.

Roses that have won the All-America Rose Selections award, patented and nonpatented varieties and species roses are featured in the plantings, in which camellias, azaleas, palms, cycads, olives, magnolias, sequoias and pines provide contrast and background. Ground covers and annuals for foreground color round out the planting plan. Walls and benches in the garden are of stone, and a mosaic-lined pool and fountain add a cooling effect.

Contributing planting stock to the project were Armstrong Nurseries, Ontario, Calif.; Bosley Nursery, Mentor, O.; California Roses, Inc., Puente, Calif.; H. A. Conklin Nursery, Covina, Calif.; Conard-Pyle Co., West Grove, Pa.; Elmer Roses, San Gabriel, Calif.; Germain's, Inc., Los Angeles, Calif.; Howard & Smith, Inc., Montebello, Calif.; Howards of

Hemet, Hemet, Calif.; Howard's California Flowerland, Los Angeles; Jackson & Perkins Co., Newark, N. Y.; Matlin's nursery, Ontario; Peterson & Dering, Scappoose, Ore.; Ruehl-Wheeler Nursery, San Jose, Calif.; Sequoia Nursery; Weeks Wholesale Rose Growers, Ontario, and Will Tillotson's Roses. The new garden is open to the public during daylight hours.

ROSES GREET PUBLIC

About 75 members of the press and representatives from leading nurseries and All-America Rose Selections, Inc., met for introductions to the 1960 rose selections at a lunch in the Fairmont hotel, San Francisco, Calif. Sidney Hutton, of the Conard-Pyle Co., West Grove, Pa., introduced his firm's two roses honored by the specialists, while J. Awdry Armstrong, Armstrong Nurseries, Inc., Ontario, Calif., presented the selected variety from his firm.

After the lunch, Norvell Gillespie, of Gillespie & Associates, Berkeley public relations firm, introduced Clarence Perkins, Jackson & Perkins Co. of California, Pleasanton, Calif., as master of ceremonies. Mr.

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Shaddo

From the color to the contents I hear *Tops in Roses* is "putting on the dog" with that new 1959-60 list!

I'd like to have a copy, please, so I can "bone up" on the varieties available.

I'm usually "dog tired" after a day at the nursery, but, so help me, I'm going to get my order in early this year!

If you haven't seen it, you should—

it's lovely, it's lavender and it's lavish with interesting names!

Names of what? *TOPS IN ROSES*, that's what!

May we send you one?



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Perkins in turn introduced such leaders in the trade as Clyde Stocking, Stockings Rose Gardens, San Jose, a former president of the American Association of Nurserymen and the California Association of Nurserymen; Mike Dering, a past president of All-America Rose Selections, Inc.; Frank Taylor, feature writer for the Saturday Evening Post, and Elmer Merz, executive secretary, California Association of Nurserymen. He then turned the meeting over to Dave Stump, Armstrong Nurseries, Inc., president of A. A. R. S.

Mr. Stump told the group of the history and workings of the selection organization. It has operated 21 years with no change in its objectives and few changes in its procedure, he stated.

Three winners were announced: Garden Party, Fire King and Sarabande.

Mr. Hutton described Fire King as a floribunda with brilliant vermilion flowers, deeper colored in the



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SAN GABRIEL, CALIF.

bud stage. This rose is an origination of the late Francis Meiland. Sarabande, named for a Spanish dance, a second Conard-Pyle Co. introduction and Meiland origination honored, is a semidouble rose with blooms a unique scarlet orange and growth habits to suggest border and hedge use.

Garden Party represents a cross between Charlotte Armstrong and Peace, said J. Awdry Armstrong, whose firm developed this hybrid tea rose, showing large blooms with cream and ivory petals tinted soft pink.

The men attending the meeting were presented boutonnieres of Fire King, and the ladies wore corsages of the same flower. Table decorations were made up of the three roses honored at the affair.

WILLAMETTE CHAPTER

President Verl L. Holden of the Willamette chapter, Oregon Association of Nurserymen (H. L. Percy Nursery Co., Salem), led the regular meeting of the chapter held recently at the Marion hotel, Salem. It was a dinner meeting. Miss Martha Jane Percy, H. L. Percy Nursery Co., reported on recent legislative matters concerning nurserymen. Weed control research plans being conducted by the northern Willamette valley branch of the experiment station were described by Don Rasmussen.

President Holden appointed the following committee to handle the O. A. N. exhibit at the state fair this fall: Ernest Iufer, Iufer Landscape Co., Salem; Royal Boltman, Boltman's Nursery & Garden Center, Salem; Willis Percy, H. L. Percy Nursery Co.; Wayne Weeks, Weeks Berry Nursery, Salem, and Frank Doerfler, F. A. Doerfler & Sons Nursery, Salem.

The chapter is planning a picnic at Pringle park June 25, at which time Jock Brydon, Brydon's Nursery & Seed Store, Salem, will show his collection of rhododendron slides. Speaker for the evening was Robert Harris, salesman for Howard Rotavator Co., Inc., who talked about his experiences with Scotland Yard during the years of 1932 to 1951.

C. H. P.

PORTLAND ROSE AWARD

At a recent meeting of the Portland Rose Society, at Portland, Ore., Robert V. Lindquist, vice-president and head of rose research at Howards of Hemet, Hemet, Calif., received from the mayor of Portland the gold certificate, city of Portland

ROSES

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Fashion

Kordes' Perfecta

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QUALITY LINERSWrite for our catalog listing over 450 varieties.
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GENERAL NURSERY STOCK

Gold Medal LiliesThe Finest Northwest-Grown
Hybrids and Species
Hardy Cyclamen a Specialty
Catalog on request.**EDGAR L. KLINE**Lake Grove, Ore.
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1958 Handbook of**PANSY CULTURE** only 50c

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BEGINNING IN THE NURSERY BUSINESSBy John J. Pinney. 64 p. (1958). \$1.00.
American Nurseryman Chicago 4, Ill.

award, for Angel Wings, a hybrid originated by Mr. Lindquist and Howards of Hemet. He also addressed the group on "Hybridizing Roses for Greater Consumer Appeal."

The gold certificate, which has been awarded for about 40 years, is presented to certain roses that are tested in the Portland International Rose Test Garden and judged during the growing season. The winning rose must have a score of 85 points, based on vigor, disease resistance, form and color.

Other roses originated by Mr. Lindquist that have won acclaim are Tiffany, 1955 All-America Rose Selections winner, and Governor Rosellini, which was named to honor the governor of Washington and was planted extensively on the capitol grounds.

OREGON NOTES

A meeting of the Columbia River chapter of the Oregon Association of Nurserymen was held at the Multnomah Falls restaurant, and it was led by Hans Nelson, chapter president, Nelson's Rose & Holly Farm, Troutdale. Paul Van Allen, Portland Wholesale Nursery, Portland, spoke briefly about nursery problems. Ed Erickson, Portland park bureau, brought the group up to date on the Oregon Centennial Exposition's "International Garden of Tomorrow," urging further contributions of trees and shrubs. Donald Malcom, Pan American Airways, showed the group a fine colored film, "Wings to Tahiti."

Junay's Garden Center, Portland, recently installed a play area for children to use while their parents are busy buying nursery plants. According to Norman Junay, the idea has worked out most successfully this year. Mr. Junay was recently appointed chairman for the 1960 trade fair of the Oregon Association of Nurserymen's convention, which is to be held at Eugene, Ore., January 28 and 29, 1960.

Mrs. Marie Snodgrass, Esch Nursery and Seven Dees Nursery, Portland, is seriously ill following a major operation recently performed in the Portland sanitarium.

Robert M. Snodgrass, Esch Nursery and Seven Dees Nursery, Portland, president of the O. A. N., recently served on the committee for the 15th annual flower show of the Portland chapter, American Rhododendron Society.

Martin Holmason, Pacific Coast Nursery, Portland, has been released
[Concluded on page 61]

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12 to 15 ins., B&B \$2.00
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2-yr. plants from cuttings, twice transplanted.
Each
Bare-root B&B
500 Kanan, 9 to 12 ins. \$0.55 \$1.00
400 Kanan, 12 to 15 ins.65 1.10
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Packing at cost.
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A wide assortment to choose from.
Write, phone or wire for price list, or better still, come see for yourself.
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Ready to throw in the towel?
Cheer up and smile.
It'll be worth your while to write for our list today.
No order too large or too small.
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Perla de Alcanada, red ... 4.50 40.00
*Prince Charming, red ... 6.00 55.00
*Tom Thumb, red ... 5.00 45.00
*Pink (Spring Hill's choice) ... 4.00 35.00
*Dian, new deep rose ... 6.00 55.00
*Patty Lou (patent 1135), pink ... 5.00 45.00
*Pompon de Paris, pink ... 4.50 40.00
*Yellow (Spring Hill's choice) ... 4.00 35.00
*Hit o' Sunshine, bright yellow ... 10.00 90.00
Jackie, cream and gold ... 4.50 40.00
Presumida, orange, gold and salmon ... 4.50 40.00
White (Spring Hill's choice) ... 4.00 35.00
*Cinderella (pat. 1051), white ... 5.50 50.00
*Polka Dot, new, white ... 6.00 55.00
*White Fairy, super ... 5.00 45.00
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POT-GROWN GRAFTS Per 100
Acer palmatum atropurpureum \$65.00
Cornus florida rubra 50.00
Fagus sylvatica asplenifolia 55.00
Fagus sylvatica riversi 55.00
Pinus cembra 55.00
Teuga sargentii 55.00

1-YR., TRANSPLANTED IN FLATS
Azalea Hino-Crimson \$12.00 \$100.00
Azalea hinodegiri 12.00 100.00
Pieris japonica 12.00 100.00
VAN DINE NURSERY
287 Berdan Ave. Wayne, N. J.

BUDDLEIAS (BUTTERFLY BUSH)
A beautiful shrub for landscaping or florists' cut, in a variety of colors, from 2 1/2-in. pots.
Per 100 Per 1000
Dubonnet, reddish lavender \$12.50 \$100.00
Snowbank, white 12.50 100.00
Pink Charming, pink 12.50 100.00
Royal Red 15.00 125.00
Ile de France, wine-purple 15.00 125.00
Imperial Blue 15.00 125.00
R. H. MURPHY'S SONS CO., URBANA, O.

ROOTED CUTTINGS FROM SAND
All cuttings 6 to 8 ins.
Hex crenata, Hex convexa bullata, Taxus, intermedia, hickel, thuyerae, kelseyi, hatfieldi, cuspidata, \$9.00 per 100. Also 2000 hybrid Rhododendrons, 2000 Pieris japonica, grown 24 to flat, in soil; English Ivy and Pachysandra, in flats and pots.

BRAND'S NURSERY
912 Park Ave. Huntington, L. I., N. Y.
Phone Hamilton 3-2456
MOST BEAUTIFUL CRAPE MYRTLE
Thousands of pink, sparkle brilliant red. Nursery-grown, full, well-developed bushes, good roots.
18 to 24 ins. \$25.00 per 100
2 to 3 ft. 35.00 per 100
3 to 4 ft. 50.00 per 100
Attractive price on 1000 or more lots. Satisfaction guaranteed.
ROBINSON NURSERY CO., Greenville, Ga.

RHODODENDRONS AND AZALEAS

Rooted cuttings and liners.
Propagators.

GLADSGAY GARDENS NURSERY
6311 Three Chopt Rd.
Richmond 26, Va.

NURSERY STOCK

TAXUS, RHODODENDRONS, JAPANESE MAPLE, AZALEAS, HOLLIES, MAGNOLIAS, DOGWOODS and other choice foundation planting stock in both finished and lining-out grades. Catalog upon request. Buy the best. "BUY KLYN'S."
GERARD K. KLYN, INC., MENTOR, O.
Wholesale Rose Growers and Nurserymen
IN THE HEART OF FAMOUS LAKE CO.

CRYPTOMERIA JAPONICA
1-yr. seedlings, \$5.00 per 100, \$45.00 per 1000.
Delivery after middle of May.
BOULEVARD NURSERIES
Newport, R. I.

Sell Stock Quickly and Easily with American Nurseryman Classified Ads.

**WE PAY
FREIGHT
150 lbs.
or more***

CLEAR & BLACK POLYETHYLENE

Bulldog Brand

	2M to 10M Sq. Ft. Per Roll	10M to 25M Sq. Ft. Per Roll	25M to 50M Sq. Ft. Per Roll	50M & Over Sq. Ft. Per Roll
.002				
50" x 200'	\$ 6.05	\$ 5.68	\$ 5.49	\$ 5.33
100" x 200'	11.33	10.58	10.20	9.90
120" x 200'	16.32	15.24	14.69	14.26
.004				
3' x 100'	4.56	4.30	4.16	4.04
4' x 100'	5.75	5.40	5.21	5.06
6' x 100'	8.39	7.87	7.69	7.37
8' x 100'	10.92	10.20	9.83	9.54
10' x 100'	13.42	12.51	12.06	11.71
20' x 100'	26.07	24.26	23.36	22.68
.006				
6' x 100'	11.88	11.04	10.63	10.32

Widths from 6' x 100' to 40' x 100' in both .004 and .006
Service Charge of \$1.00 per roll under 2,000 sq. ft. of Polyethylene

	3M to 12M Sq. Ft. Per Roll	12M to 25M Sq. Ft. Per Roll	25M to 50M Sq. Ft. Per Roll	50M & Over Sq. Ft. Per Roll
.0015—Black Match—Polyethylene				
3' x 1000'	\$15.90	\$14.88	\$14.37	\$13.95
4' x 1000'	21.20	19.84	19.16	18.60

*We ship collect; you deduct freight on 150 lbs. (net) or more and send bill of lading with remittance

X. S. SMITH, INC.

P. O. BOX 272

RED BANK, N. J., U.S.A.

PHONE — CAPITOL 2-4600

WANTED and FOR SALE ADS

Help and Situation Wanted and For Sale Advertisements

Display: \$4.50 per inch, each insertion.

Lines: 40¢ line; minimum order \$4.00.

SITUATION WANTED

Family man, 42, desires permanent position in retail sales or management. College graduate, 12 years' merchandising experience, 6 years' manager of large midwest garden center. Prefer to locate in southeast U. S. Other localities considered. Complete resume available. Reply to Box 599, care of American Nurseryman.

FOR SALE

GARDEN CENTER

Excellent location on busy thoroughfare in midst of a generally expanding housing development area. A ready-made opportunity for a qualified operator. Price, \$4500 plus 50% of the value of the retail inventory as of June 1, 1959. Cost \$20,000 to set up.

A & A TREE EXPERTS, INC.
1632 Reisterstown Rd. Pikesville 8, Md.
Phone: HUnter 6-2844—6-4561

SITUATION WANTED

Married man, age 48, wants a permanent position in a nursery, greenhouse, or garden center. Experienced in balling, planting and selling. Grade school education only. Give starting salary and all details in first letter. Reply to Box 602, care of American Nurseryman.

FOR SALE

Buyers for nurseries of all types in any part of the country are reached through an ad in this department, the trade's real-estate and business market. The cost of an ad this size is \$6.75.

HELP WANTED

SALES POSITION OPEN

Medium-size midwestern grower-nurseryman has opening for wholesale salesman. Old, established firm growing a full line of ornamentals. Now concentrating on Great Lakes area, but need more coverage. Salary plus bonuses—no commissions. Send resume to Box 523, care of American Nurseryman.

FOR SALE

NURSERY

25 miles from Cincinnati, on federal and state highways, residences, greenhouses, garages, sheds and other outbuildings, lakes and a creek; well planted; owner wants to retire. Send replies to Box 594, care of American Nurseryman.

HELP WANTED

Landscape salesman with landscape design experience. \$400 per month drawing account against liberal commission.

OLD ORCHARD GARDENS
724 E. Big Bend Blvd.
Webster Groves, Mo.

FOR SALE

Used complete greenhouses. Used greenhouse materials, glass, pipe, valves, etc. Greenhouses bought for wrecking.

SEABOARD GENERAL SUPPLY CO.
Elizabeth 4-9041 Waverly 6-0404
1080 Magnolia Ave. Elizabeth, N. J.

HELP WANTED

Salesmen to call on trade for large midwestern wholesale nursery offering excellent assortment. Good territories available. Liberal commission. Write giving full information about self. Reply to Box 601, care of American Nurseryman.

FOR SALE

Garden supply shop and small nursery. Located on New York State Rte. No. 17, in southwest New York near city which is a shopping center of 250,000 population. 5-room bungalow at side of shop. Write Box 603, care of American Nurseryman.

guns, a tractor flashing lights and other devices.

A grower from Portland reported he was unable to cut any holly this year because the birds had stripped all but the outside trees of his half-acre orchard.

Each complainant described how the birds literally blacked out the sun as they descended like bullets at night and rose like smoke out of the trees at dawn each day.

Dean F. E. Price, Oregon agricultural experiment station, Corvallis, confirmed the testimony and added:

"There is no known control method that can be used. I feel this is primarily a federal problem, since it is found throughout the country.

"Senator Neuberger has agreed to sponsor legislation to curb the starlings, but that will take time. Losses are so great in Oregon that I feel we cannot wait. If house bill 554 is passed I plan to use a graduate student to work full time to find a means of killing off the starlings now destroying holly orchards. I will enlist the aid of federal agencies where possible."

Bill 554, introduced by state representative Shirley Field, Multnomah county, would appropriate \$30,000 for the next two years "to ascertain in a scientific manner practical and economical methods for the control and eradication of starlings." There has been no opposition to the bill.

H. W. H.

WESTERN HOLLY NAMES

A holly nomenclature committee appointed by Emmett Shaffer, Oregon Holly Growers' Association, has been assigned the problem of clarifying the use of names for commercial holly varieties in Oregon and Washington. Working with certain members of the O. H. G. A. are Drs. A. N. Roberts and L. T. Blaney, department of horticulture, Oregon State College, Corvallis, in an effort to group into horticultural classes the commercial varieties of English holly.

The committee is also acting as mediator for the problem of determining priority of name when several names have been given to the same clone, keeping in mind that a clone is a group of plants originating from one selected individual, maintained or multiplied in cultivation solely by vegetative means.

CONDUCTING a new business known as California Landscaping at 1957 Newport avenue, Pasadena, Calif., is Jose Joaquin Frausto.

MENNE-POTS

MAKE MORE MONEY

...with less work!

Customers prefer nursery stock in Menne-Pots because of handling ease and they can be carried in a car without dirt or muss. Menne-Pots are perfect for merchandising roses, shrubs, trees, annuals, perennials, etc. . . . in full flower . . . and all season!

MENNE PEAT POTS

Once you use a MENNE PEAT POT you'll never buy anything else. These top-quality domestic made peat pots save you labor of transplanting to field or bench. No labor and time wasted in storing pots. MENNE PEAT POTS also eliminate transplant shock and promote faster, stronger growth. You're sure to get top prices and more satisfied customers. For bigger profits next season, order your MENNE PEAT POTS today!

DISTRIBUTORS

New York	Jackson & Perkins Co., Newark
Ohio	Gar Prod., Inc., Queens Ave., Lindenhurst (Long Island)
	Seward Transportation Co., 1294 Madison Ave., Painesville
	Horticultural Supply Co., 2181 E. 55th St., Cleveland 3
Pennsylvania	I. G. Harmon & Son, 1800 19th St., Canton 4
	E. C. Geiger, North Wales
New Jersey	Verscharen's Garden Centers, Rt. 51, Brentwood, Pittsburgh
	New Yorker Bag & Burlap Co., 651 Marshall St., Elizabeth
Illinois	Somersel Rose Nursery, Inc., New Brunswick
Michigan	Quackenbush Industries, Inc., 9245 Cherry St., Franklin Park
	Growers Exchange, Inc., P. O. Box 397, Farmington
Minnesota	Strickland Seed Store, 1429 Gratiot Ave., Detroit
Massachusetts	Atwood Division, Kelly & Kelly, Inc., Long Lake
Canada	J. Shore & Co., 101-103 Second St., Chelsea
	The Sheridan Nurseries, Ltd., Sheridan, Ontario

(Prices vary slightly in areas serviced by distributors)



Send for a sample set of
Menne-Pots and
Menne Peat Pots today



MENNE-POTS INC.

Please send me complete sample set of
Menne-Pots and Menne Peat Pots.

I enclose \$1.50.

AN 6-1

Name

Address

City

Zone State

PACIFIC COAST REPORTS

[Continued from page 9]

gram of having a night crew load in addition to the day crew. Our shipping dock has been lighted at night, and we were able to load trucks 24 hours a day. An ample supply of satisfactory help was available this year.

"Our supply of stock will be kept approximately the same as it was last year. We do not anticipate increasing our inventory. We have also recently priced our catalog for the coming season and the prices will remain fairly steady. There will be just a few spot adjustments, which will be upward.

"We are looking forward to a good summer and fall season. We have an aggressive sales department and a fine advertising and promotion department. We believe that a good share of our increase this year is due to these two departments.

"As usual, quality stock is what is sold. Inferior, second-grade stock is hard to move at any price; so the emphasis in the future must be entirely on quality. Price does not seem to be of too much importance when one can deliver a good plant."

Expectations Met

Late-season demand for roses

ROUGH BROTHERS

Low-Cost Convertible

PLASTIC HOUSE

PRACTICAL! VERSATILE!
SIMPLE!

topped a spring business that was up to expectations, declares John Armstrong, Jr., Armstrong Nurseries, Inc., Ontario, Calif. He comments:

"On an over-all basis, our wholesale business has been up to expectations during the 1958-59 season, with firm wholesale demand for the roses and deciduous stock that we handle.

"Some unusual late-season demand for roses has developed, probably as the result of the partial freeze out in midwestern and eastern sections of the country. The effect of these losses may well carry over and affect next season's business to some extent.

"In California production areas we have had an extremely warm and

Replace Your Hot Beds with a Rough Brothers PLASTIC HOUSE



No Paint—No Glass to Break
Prices Start at \$285.00
16' x 47'6"

SAVES LABOR: Eliminates transplanting. No ventilation worries.

GROWS BETTER PLANTS: Prevents diseases and eliminates insects.

CHEAPER than hot bed materials.

Write for complete information

ROUGH BROTHERS

4229 Spring Grove — Kirby 2-6180 — Cinti. 23, Ohio
Manufacturers & Builders of America's Finest Greenhouses

dry spring, with all materials, particularly roses, making exceptional early growth. With a normal season from here on out, quality should be excellent and supplies adequate for next season."

Notes Substantial Increase

A considerable increase in sales this spring at Stribling's Nurseries, Merced, Calif.—up to 35 per cent in some categories—was due to an early spring, increased production and favorable weather, according to Willis A. Stribling, executive vice-president. He writes:

"Spring business in California has moved ahead of last season, prompted by an early spring and ideal planting weather. Business has continued at an even rate, and we expect cur-

are working out well. Collections are normal, and so far we are not unduly concerned regarding the credit situation."

Continued Buying in Northwest

No surpluses of good stock are noted in the northwest, states James A. Doty, Doty & Doerner, Inc., Portland, Ore., whose optimistic report follows:

"The heavy spring shipping season is over and it appears that more shipping has been crowded into the short spring months than heretofore. Late follow-up orders made it difficult to get going early with full scale spring planting and field work.

"We have now dropped practically everything else in order to get into preparatory work for the '59-'60 season, such as cataloging, etc. Consequently, we have not had time to analyze our past season as a whole. However, it appears that a fairly slow-starting fall has grown into an over-all good year—as good as, if not better than, the last one.

"I believe that west coast wholesale business was down somewhat from last year's levels, since there were carryovers of stock in retail nurseries—especially on some shade and flowering tree lines. It appears, though, that these stocks are moving, and business is generally good, which would indicate an excellent outlook for wholesale sales for fall and winter, 1959, and spring, 1960. The demand for good nursery stock must certainly remain high, with increased public interest in industrial and home planting and with continued heavy home building.

"Taking a general look at the supply of stock for next year, I see no surpluses in quality material. In fact, large sizes of ornamentals are still going to be short, and many popular items in the wholesale trade will sell out early."

Oregon Winter Favorable

From Corbett, Ore., Andrew Sherwood also cites a busy spring in the following comments:

"We are just rounding out or, you might say, coming into the last lap of one of the heaviest shipping seasons we have ever known (May 5). Our winter here was extremely favorable, with little of the usual plant damage.

"We started shipping in September and have had no letup until the present time. Our big problem has been shortage of finished material. It will still be three years before we get back to normal with such stock. Our production of lining-out stock is about average. The outlook for the industry is very bright. Busi-

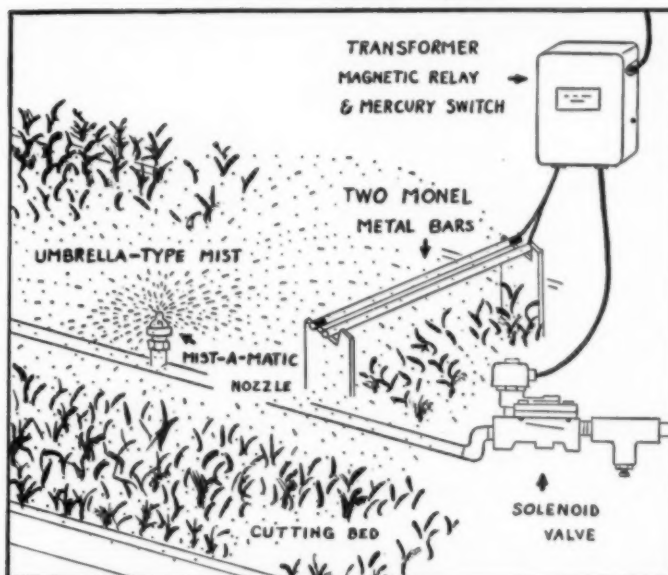
MIST-A-MATIC® needs—

(Patent Pending)

NO

**Clocks to set
Electronic Tubes
Adjusting Knobs**

**A Practical Mist Propagation System
That Is Priced Right.**



Misting is a real benefit when cycle is controlled according to weather conditions. Too much water promotes disease and wastes money — too little water causes leaves to wilt and failure to root. The secret of success of the system is shown in sketch. Two parallel, spaced Monel Metal bars are electrically connected to the Magnetic Relay Transformer and Mercury Switch. Bars are

placed under the mist umbrella. Water accumulates between the bars to make an electrical contact. Relay Switch closes the Solenoid and turns off mist. When the water evaporates, contact is broken, the relay opens the valve and misting starts. Large sensing units cycle mist as plants demand . . . no clocks to reset for weather changes.

- ☐ Complete Control System as pictured **\$72.00**
- ☐ System less Solenoid and Strainer **\$46.00**

MIST-A-MATIC NOZZLES—One Needed Every 3½ Feet

Type for ¼-in. Pipe Thread **\$2.95 ea.** How Many?.....

Slip-On Type for ¾-in. Copper Tubing **\$3.45 ea.** How Many?.....

If check accompanies order, we prepay shipping. Check ☐ C.O.D. ☐

Print Name

Print Street..... Print City.....

E. C. GEIGER

WRITE FOR COMPLETE DETAILS
P. O. Box 270, North Wales, Pa.

ADAIR'S MONEY-MAKERS

Tree Diggers—Root Pruners
Special Cutter Blades

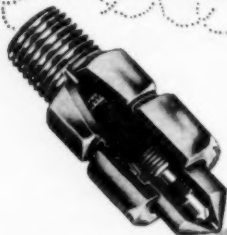
CHARLES ADAIR CO.

1225 Cottage Grove Ave.
CHICAGO HEIGHTS, ILL.

big BAS-KITS
- straight sides of welded wire, poly lined. Bottoms. open mesh.
1½ gal. to 2½ bushels
they last for years
big BAS-KITS
R.D. 1, NEW HOPE, PA.
BAS-KITS are sold at TECKAMONY NURSERY

MIST PROPAGATION

with *Monarch*
LOW PRESSURE NOZZLES



1. Only 25 lbs. pressure needed for maximum coverage (4 to 5-ft. beds) and most efficient spray.
2. No costly high-pressure pumps needed—only the 25 lbs. available in most greenhouses.
3. Uniform, even distribution with full coverage over the entire bed. Different capacity sizes for both indoor and outdoor beds.
4. F-97-W wide angle (160°) nozzles were specifically developed for Mist Propagation. Accurate, uniform, precision machined from brass bar stock, available in either 1/4-in., 1/2-in. or 3/4-in. male or 1/4-in. female pipe connections.
5. Minimum of maintenance required—no baffles or targets to disturb or adjust.
6. Inexpensive — only \$1.72 each F.O.B. Philadelphia, Pa.



Write for Circular No. 4158

MONARCH MANUFACTURING WORKS, Inc.
3406 MILLER STREET PHILADELPHIA 34, PA.

Western Distributor: W. A. Westgate Co., Davis, Calif.

BE YOUR OWN BOSS!

Become a Landscape Specialist in Your Spare Time at Home!

American Landscape School's low-cost, home-study methods help you to become independent quickly. You learn the newest, most modern landscaping methods and trends. You become proficient in garden design, drafting, mapping and field work. You improve your knowledge of horticulture, construction, superintendence, salesmanship and office practices. Hundreds of graduates have increased their income, earned new prestige in their communities.

45 GENEROUSLY ILLUSTRATED LESSONS →

Nine valuable, up-to-date textbooks filled with new ideas! Thorough preparation in 8 to 12 months. 50 imprinted business cards, monthly letter, consultation service, dictionary FREE to all students! Drafting set given FREE with advance full payment. 43rd year. PRINT NAME AND ADDRESS IN COUPON FOR FREE BOOKLET.

AMERICAN LANDSCAPE SCHOOL

Dept. 269-A, 4040 42nd St.
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Please tell me how I can become a successful landscape specialist. Send me free booklet.

Name.....

Address.....

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ULLMAN CLEAT

Strong, reliable, protects flowers from damage in transit, satisfies customers and insures better prices. The Ullman cleat grips sides of box, holds stems to bottom. Send for prices.

THE ULLMAN CO.
Northampton, Mass.

ORGANIC

Gardening and Farming

Emmaus, Pa.

Now Reaches More Than
250,000 Mail-Order Conscious
Homeowner Gardeners

ness is on the upgrade, and there is a shortage of evergreen stock.

We are planting heavier than usual, but will still be short of many items this next season. We predict a continued shortage of dwarf evergreens.

Costs are still going up, and we find the employment of untrained seasonal help is sometimes not worth while.

GIVEN LONGWOOD AWARD

An award of merit for "distinguished and devoted service" was presented to Walter Marx, retiring superintendent of the horticulture department, Longwood Gardens, Kennett Square, Pa., at a testimonial dinner recently held in his honor at the Longwood Gardens ballroom. Dr. Russell J. Seibert, the gardens' director, acted as master of ceremonies at the dinner, and the award was presented by Henry B. duPont, president, Longwood Foundation, Inc.

In his presentation address, Mr. duPont cited the many contributions that Mr. Marx had made to Longwood Gardens in his 38 years on the staff. During his 14 years' service as horticulture superintendent, he was responsible for creating horticultural and floral displays enjoyed by millions of visitors.

Everitt L. Miller, who succeeds Mr. Marx as superintendent of horticulture, presented him with a golden key to the gardens' conservatories. K. R. Bowen, assistant superintendent of maintenance at Longwood, presented an engraved silver cigarette box and lighter to Mr. Marx as a gift from Longwood employees.

PEAT MOSS WALL CHART

"The First Step in All Gardening — Proper Soil Preparation," a full-information wall chart, 11x17 inches, quickly shows why, where, when and how to use peat moss. It is distributed, free, to all garden supply outlets by the Premier Peat Moss Corp.

When placed on a wall, it is effective as a sales aid and reference, enabling salespeople to give customers quick and correct advice and shoppers to find the information easily for themselves.

The chart is the most complete ever offered on peat moss. It emphasizes that the first step in all successful gardens is proper soil preparation and that only with the proper soil preparation will the seed and fertilizer used be effective. It describes how to use peat moss in heavy and light soils; why mulching is impor-

DETORF GARDEN PEAT MOSS



is



PRESSURE PACKED



for BONUS BULK

IN WEST GERMAN BOGS, Nature "put the squeeze on" genuine Sphagnum Moss for centuries. Detorf Bricks are tougher, denser, more resilient and better preserved than peat from any other deposits in the world.

DETORF'S MODERN PLANTS actually out-do Nature. Forty-eight Bricks—open-air-dried, shredded and screened—are packed under high compression into each sealed, dust-free, moisture-proof 6 cu. ft. bag.

TEN FULL BUSHELS FLUFF out when the Detorf 6 cu. ft. bag or bale is opened. Detorf goes farther—lasts longer because its double volume absorbs 15 to 30 times its weight in water—breaks down slowly in use.

BONUS PROFITS

for you are assured by Detorf's liberal margins and customer demand.
Write, Wire or phone for prompt or later shipment.

I. H. NESTER & CO.
111 S. Front St., Philadelphia 6, Pa.
GARDEN SUPPLY SALES CORP.
2120 Lake Ave., Rahway, N. J.
J-M TRADING CORP.
323 S. Franklin St., Chicago, Ill.

tant; what coverage to use; when and why to use peat moss on bulbs, in rock gardens, for roses, lawns with vegetables and even for pets.

The chart is also available, free, in a smaller leaflet size, 3x6 inches, for handouts and enclosures.

CONARD-PYLE ON VIEW

For the first time in its 62-year history, the Conard-Pyle Co., nursery firm and grower of Star roses at West Grove, Pa., held an open house for customers and the general public. Thrown open were such areas as the rose storage rooms, shipping rooms, and the mist greenhouses and other propagating areas.

Held on Easter Sunday, the event was publicized in the local newspapers, and several thousand persons took the opportunity to observe the nursery's operations. Token crews of workers were on hand to demonstrate such activities as packaging and shipping and to answer questions.

OPENED this spring was Burt's Garden Center, at Sandusky, Mich., by Burt and Monna Schneider. On adjoining land a nursery is being planned with container-grown evergreens as a specialty.



Millions and Millions
of Pots ago as now . . .

THE BIG NEWS IN BIGGER PROFITS CLOVERSET POTS

MORE than 20 years ago, nurserymen were introduced to a new wrinkle in plant containers—the Cloverset Pot. It was a low-cost container that made cash-and-carry sales more profitable. It stimulated more sales, because it enabled nurserymen to economically pot stock previously sold bare root and to present it for sale in a more attractive form—alive and growing, yet simple to set out. Millions of Cloverset Pots have been made and used in the last 20-odd years and they still tell the same profitable story. If you've never tried them, order a sample set now.

HERE'S WHY CLOVERSET POTS ARE SUPERIOR TO OTHERS:

- 1 Lasts a full year or more in the sales frame.
- 2 Contains roots safely within the soil ball; permits transplanting any time.
- 3 Has adequate bottom opening for good drainage without waterlogging; no gravel necessary.
- 4 Rests on wide bottom; no blowing over in the frames.
- 5 Available in sizes to accommodate stock of any salable size.
- 6 Is neat and uniform in appearance, an asset to the sales area.
- 7 Tough enough to permit easy handling in potting shed and frame.
- 8 Easy for customers to remove—at once, a week later, or even a month after they take stock home.
- 9 Lightweight (but with all these qualities) to save on freight costs.
- 10 . . . and sufficiently low priced so that it may be given away with the plant.

SEND IN THIS HANDY COUPON FOR
A SAMPLE SET OF CLOVERSET POTS



Dept. AN69, 10550 Wornall Rd.
Kansas City 14, Mo.

☐ I enclose 50c; please send me a sample set of Cloverset Pots (limit, one set).

☐ Please send me information on Cloverset Pots and Cloverset Rose and Garden Dust.

NAME

FIRM

ADDRESS

CITY..... ZONE... STATE.....

Western Tree Chapter Meets at San Francisco

By Walter B. Balch

Roy O. Wells, Santa Monica, Calif., was elected president, and the Saratoga Horticultural Foundation, Saratoga, Calif., was awarded a certificate of merit at the 26th annual conference of the National Shade Tree Conference, Western chapter, at San Francisco May 5 to 8. These were two of the high points of a program that successfully combined educational and business features with enjoyable entertainment.

The certificate of merit awarded at the meeting is sponsored by the California Association of Arborists. Allan Reid, Palo Alto landscape architect, was the chairman of the committee that selected the winner. The citation presented to Maunsell Van Rensselaer, the foundation's director since its establishment, was awarded for "pioneering the selection and propagation of worthwhile street trees and assuming leadership in educating the public to use selected trees to enhance public property."

Cites Liability Judgments

Legal aspects of tree work were discussed by an insurance broker who handles the liability insurance of a number of bay area arborists and pest control operators. In his talk on the subject, Arnold Ure told of the variations and ramifications of liability and the several changes that have occurred in the common law governing most decisions in this regard. He emphasized that each week new court decisions add to the risks involved in operating a business.

Two examples of these seemed most impressive to the group. One case dealt with a worker in a lumber camp who was injured, was cared for by compensation insurance and, after his recovery, brought suit against his foreman and collected a large judgment, even though it was apparently well demonstrated that the foreman had not violated any safety laws or any company regulations. Another case had to do with a subcontractor's foreman who admitted violating specifications in the erection of a power pole and yet collected injury damages because the main contractor did not have a man on the job to prevent such violations. Admittedly these are exceptional

cases, but the speaker noted that they indicate the trends in collection of damages and should serve as a warning to arborists to be fully protected against all losses.

Speaking next on the subject of safety was Louis Hall, a deputy from the California state department of industrial relations, safety engineering. He noted that claims and the costs of claims in agricultural industries (the category in which arborists are grouped in California) are increasing rapidly. He also noted that, as such costs increase, insurance rates increase. It thus behooves the arborist to protect himself by teaching and enforcing safety rules.

He said that most injuries in agriculture reported during 1958 resulted from the injured person's striking something or being struck by some object. The second most frequent injury cause was strain or overexer-

tion; third, falls, and fourth, accidents with hand tools such as saws, shears and chisels. Prevention, he stressed, is primarily a matter of proper training of the worker. If an employee does not accept the safety rules as laid down by the employer, he should be transferred to less dangerous work for his own safety, for the safety of others and in order to lessen insurance costs.

In addition to training, Mr. Hall cited the mental attitude of the worker as important in accident prevention. If an employee comes to work under an obvious strain of some kind, he should be moved to a less dangerous kind of work for that day. Keeping equipment up to the department's standards is important, and enforcement of safety rules by the employer is necessary.

Last but not least, Mr. Hall suggested periodic safety meetings. These need not be lengthy. He cited certain public utilities that require the foreman of each crew to remind his men every morning that there have been no accidents in a given time (or possibly reminding them of an accident that did happen) in order to keep the workers accident prevention conscious at all times.

In a panel on street tree ordinances, it was brought out that the

HAND TRUCKS

Especially built for handling
B&B nursery material. Are
built in three sizes, with
capacity up to 1500 lbs.

Illustrated is our small
model truck. One man
can easily handle 600-lb.
ball.

Write for folder giving
details and prices.



THE GARDEN SHOP, Inc.

6315 West 75th St.

Overland Park, Kansas

Phone Niagara 2-4838 (Kansas City, Mo.)

Ideal Garden Gadgets...

Metal label markers with heavy-duty steel stakes and aluminum labels.
Send for folder today.

LANSING SPECIALTIES MFG. CO.
Dept. A 1158, 818 Clark Rd., Lansing 17, Mich.

Remember, it's Ryan

SOD CUTTERS THAT CUT SOD, CULTIVATE, AERIFY AND EDGE

VAL-PEAT® POTS - THE BETTER, STURDIER PEAT POT

AMERICAN MADE - - "FULL DIMENSIONAL"

Val-Peat Pot sizes are inside top diameters "full dimensional." Our new 2¼-in. square Val-Peat Pots hold 42% more soil than some other peat pots of the same stated dimension. Our 2¼-in. round Val-Peat Pots also hold more soil than other brands.

ORDER VAL-PEAT POTS AND RECEIVE FULL MEASURE.

Mums
Carnations
Hydrangeas
Perennials

Nursery Stock
Foliage Plants
Poinsettias



VAL-PEAT POT ORDERS 150 LBS.
AND OVER PREPAID IN U.S.A.

2¼" Round 3" Round 4" Azalea 4" Standard 1½" Square 2¼" Square 3" Square
© Reg. U. S. Patent Office

VAL-PEAT POTS—ROUND SIZES

Inside top Dimension of pot	Number of pots	Number pots per Carton	Approx. Wt. of Carton	Price per 1000
S-1428A 2¼-in. Diameter	2,000 to 15,000	2000	30 lbs.	\$ 7.25
Round	20,000 to 74,000			6.75
S-1428B 3-in. Diameter	1,000 to 9,000	1000	24 lbs.	13.25
Round	10,000 to 49,000			12.25
S-1428C 4-in. Diameter	500 to 2,000	500	27 lbs.	11.00
Round	2,500 to 10,000			29.25
S-1428E 4-in. Round	500 to 2,000	500	25 lbs.	26.75
Azalea	2,500 to 9,500			25.25
	10,000 and over			28.75

VAL-PEAT POTS—SQUARE SIZES

Inside top Dimension of pot	Number of pots	Number pots per Carton	Approx. Wt. of Carton	Price per 1000
S-1428 1½-in. Diameter	2,500 to 17,500	2500	30 lbs.	\$ 7.00
Square	20,000 to 70,000			6.50
S-1428F 2¼-in. Diameter	2,000 to 18,000	2000	40 lbs.	11.00
Square	20,000 to 74,000			10.25
S-1428D 3-in. Diameter	1,000 to 9,000	1000	40 lbs.	18.25
Square	10,000 to 49,000			17.00
	50,000 and over			15.25

NEW

LITE-WEIGHT No. 10

TWO SQUARE SIZES—2¼ and 3-inch

NEW

For some growing purposes, these lighter weight pots are preferred.

NOTE THE LOWER PRICES OF THESE No. 10 SQUARE PEAT POTS

Inside top Dimension of pot	Quantity	Number Pots per Carton	Approx. Wt. of Carton	Price per 1000
2¼-in.	2,500 to 17,000	2500	30 lbs.	\$7.50
Square No. 10	20,000 to 72,500			7.00
	75,000 and over			6.50

Inside top Dimension of pot	Quantity	Number Pots per Carton	Approx. Wt. of Carton	Price per 1000
3-in.	1,000 to 9,000	1200	30 lbs.	\$14.50
Square No. 10	10,000 to 49,000			13.25
	50,000 and over			12.00

CHICAGO 6

601-609 W. Jackson Blvd.

Phone: Franklin 2-7560

Vaughan's Seed Co.

THE FLOWER SEED HOUSE OF AMERICA

NEW YORK 13

85 White St.

Phone: Barclay 7-4900

landscape architect, the law enforcement agencies and the public utilities all are interested in these ordinances. The desirability of such laws and regulations was agreed upon, and it was left to Walter Barrows, park superintendent, Whittier, to bring the discussion to an end with the remark that experience shows effective ordinances are the result of study, education and impartial enforcement.

Plant Materials Also Discussed

Not all of the sessions were devoted to legal and administrative matters. On the last day of the sessions, Dr. L. Burkhardt, head of the department of horticulture, University of Arizona, Tucson, and a member of his staff, Steve Fazio, spoke on the beauties of Arizona desert plants, using colored slides as illustrations.

Percy C. Everett, director, Rancho

Santa Ana Botanic Garden, Claremont, explained some of the community benefits received from arboreta and recounted a few interesting personal experiences indicating the problems administrators meet in directing arboretum operations.

There was an interesting and well illustrated lecture on "Native and Exotic Trees Used in Japan," by Prof. Yoshiharu Matsamura, Kobe, Japan, and a similar talk on trees used in California by Donald Woolley, chief horticulturist, Los Angeles State and County Arboretum, Arcadia.

Solving Tree Problems

A thought-provoking talk, "Tree Problems Can Be Solved," was given by Dr. Richard Harris, recently appointed chairman of the department of landscape horticulture, University of California, Davis. Until recently, this department has been known as

the department of landscape management.

Dr. Harris suggested that the information on tree care now held by groups, by individuals and by park workers and superintendents through the nation, should be pooled. This information then should be carefully re-evaluated and analyzed in the light of proved facts and made public for general use. He suggested, too, an extensive research program to find suitable plants for given conditions, locations and uses. If adaptable plants could not be found for certain situations, a second phase of the research would develop such, either by means of selection or by breeding.

He admitted this to be an ambitious program, but he told of a start being made by the university in that direction and suggested that it was a comparatively easy solution to many of the problems facing the

for
surer
strikes,
more
profits:

ROOTONE

the plant
hormone powder

USE IT YOURSELF for a higher percentage of cutting strikes! Rootone is now fortified with *indole butyric acid*, making it more useful than ever... the most effective hormone root forming stimulant for rooting the widest range of cuttings! There's a formula and package size for your every need, including Rootone F with fungicide.

SELL IT for added volume and extra profits! Rootone is an ideal year 'round resale item to amateur gardeners and house plant enthusiasts. Help your customers get better cutting results with Rootone, today's most trusted hormone root stimulant.



ROOTONE—available in popular ¼-oz. packet and 2-oz. jar for resale; and 1-lb. canister or larger sizes for commercial propagators.

AMCHEM **ROOTONE**

AMCHEM PRODUCTS, INC.
Formerly American Chemical Paint Co.
Niles, Calif. • AMBLER, PA. • St. Joseph, Mo.

Amchem and Rootone are registered trademarks of Amchem Products, Inc.

men and women who depend on trees and plants and their care for a livelihood.

There were numerous other talks, and discussions also occupied the regular coffee breaks. A continental breakfast was served at the headquarters hotel lobby each morning, preceding the trip to Golden Gate park, where the meetings were held. At the informal meetings of delegates and trade exhibitors, many more topics were discussed than could be included in the program.

CAN-CAN CARNIVAL

[Continued from page 8]

plied and by tying in with the campaign in their own advertising. The cooperating efforts of the various media, the growers and the suppliers were one of the most noteworthy aspects of the promotion.

The kickoff was on April 2, when the winning contestant on the nationally televised program "Queen for a Day" was presented with all the materials necessary to landscape a new home.

Jack Bailey, the master of ceremonies, announced that this material was being donated by members of the California Association of Nurserymen, who the following day were beginning the state-wide Can-Can Carnival of Nursery Values. Following the display and description of materials, the C. A. N. emblem was shown in a close-up. All the growers of southern California had been invited to meet the day before the program to assemble their materials at Germain's, the sponsoring firm.

Suppliers Cooperate

A few examples of cooperating suppliers are E. I. du Pont de Nemours & Co., Inc., which, through Rex Hardware & Garden Supply, placed advertisements throughout the state, as did Monrovia Nursery Co. Acme Peat Products Co. featured the Can-Can Carnival in its advertising in garden magazines, and American Peat Moss Co. offered a discount to cooperating nurseries in stocking up for the event.

Many newspapers and radio stations were extremely generous and helpful in the editorial space devoted to the Can-Can Carnival as well as in their efforts to obtain tie-in advertising. In many areas a number of nurseries joined forces to purchase large ads to feature special items. Bakersfield was a good example of this, and it is not surprising that excellent sales results have been reported from this area.

While results are still being tallied

PETERS SPECIAL

THE FINEST NAME IN PLANT FOODS!

Unexcelled for
Container Feeding!

PETERS SEQUESTERED FERTILIZERS

with

M 77

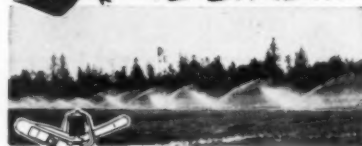
Exclusive Chelating Formula
Positively Will Not Clog!

(See our classified ad in this issue)

ROBERT B. PETERS CO., INC.

ALLENTOWN, PENNA.

GIVE
DRY WEATHER
THE BIRD...



**RAIN BIRD,
of course!**

There are handsome dividends to be earned in providing your own weather for crops and pasture... there's no better way to do this than with Rain Bird Sprinklers. Get water where you want it, when you want it!

Single installations have more than doubled—even tripled—yields and insured stability of crop income. See your dealer.

Write for free information.

NATIONAL RAIN BIRD SALES & ENGINEERING CORP.

Azusa, California

RAINY SPRINKLER SALES

609 West Lake Street, Peoria, Illinois

and analyzed, it appears that the amount of paid advertising by nurseries tying in with the Can-Can Carnival promotion should be well over 6,000 inches of newspaper space.

Reaction Favorable

The reaction to the idea as a whole and to the specific recent promotion itself seems to range from fair to very good. Naturally, there are a great many ideas as to why it was effective or how it could have been better. Even the staunchest proponents of the campaign admit that a number of accidental circumstances contributed to its success. The weather was perfect all during the week, as it had been for several weeks previously. Spring had come early, and homeowners were in a gardening mood.

Another favorable factor, of course, was that the event was held during the peak selling season. This was done to help insure the success of this first venture and to stage it as economically as possible by avoiding the higher costs involved in moving merchandise during an off season.

This matter of timing is all-important and an aspect of the campaign that is receiving a great deal of comment and consideration. Many of the leading firms reported that at this time of the year they had all the business they could handle. The value of in-season advertising, however, has long been recognized by department stores, which promote most heavily at Christmas time, when people will be buying anyway.

It is interesting to note that the firms which would have been doing their own advertising and promotion work even if there had been no state-wide campaign were the ones which participated most fully in the Can-Can Carnival through displays and tie-in advertising. Conversely, the nurseryman who had the most to gain by taking advantage of proved promotion practices for the first time or more fully than before was the one who took least advantage of the benefits the promotion offered.

However, it is obvious that, apart from the individual nurseryman's own actions, there were benefits from the over-all program to him and, of course, even to those nurseries not participating in the program, since it was designed to boost the nursery industry as a whole.

If there were some who were not inclined to participate as fully as they might, there were those who were inclined in the opposite direction and had to be restrained from advertising their promotion as last-



Ren-O-Thin

BUILDS BETTER LAWNS ... BETTER BUSINESS



Two types of reels—for renovating and slicing

Every progressive Landscape Contractor should investigate this new low-cost highly efficient renovating machine.

Renovates and thins Merion Blue, Zoysia, Bermuda, St. Augustine and other matted turf. Eliminates thatch on creeping bent and controls growth of close-growing weeds.

Renovating lawns is an expanding business. The new Ren-O-Thin is the best machine for commercial operators.

Send for circular today.

Soilaire Industries

1108 NICOLLET AVENUE
MINNEAPOLIS 3, MINNESOTA

WATCO MISTING SYSTEMS

Used by the leading growers of the country



3/4-in. 4W Wide-Angle MISTING NOZZLE
\$2.95 each

INSURE HEALTHY
ROOTED CUTTINGS —
FASTER
AT LOWEST COSTS
INTERMITTENT SYSTEMS
FOR ALL CROPS

WATCO



Complete Clock Timer and full 1/2-inch solenoid
wired, ready to hang up.

\$65.00

NOZZLES — TIMERS — SOLENOIDS — STRAINERS — ACCESSORIES

• LAYOUTS SUPPLIED FREE — SEND FOR BULLETIN No. 30

AL SAFFER, Horticultural Supplies, 130 W. 28th St. New York 1, N. Y.
ORgon 5-2348



HEAVY-DUTY MODEL 4-EV WITH DETACHABLE ELEVATOR

Here's versatility plus for the nurseryman whose operation demands large capacity. Grind, shred, pulverize, mix, and load. Elevator has individual power and easily detaches so either unit can be used separately.

Grinder has interchangeable grinding screen and shredding bars. Handles stalks, prunings, garbage, bones, for faster composting. Also shreds, grinds, screens, or mixes soil, compost, peat moss, hard manure. Only \$782.40 f. o. b. factory.



PORTABLE SHREDDER-GRINDER

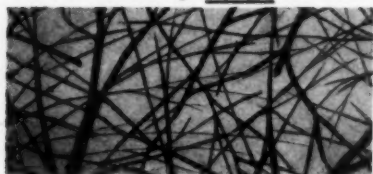
Portable Model 2-G is equipped with 2½-hp, recoil-starter engine. Equipped with interchangeable shredding bars and grinding screen. \$189.50 f. o. b. factory. Write for complete literature and liberal financing plan.

W-W GRINDER CORP.

2959-F N. MARKET WICHITA 4, KANSAS

IT'S AN ECONOMIC FACT

You can chip more brush



at less cost



faster



with an ASPLUNDH CHIPPER



than with any other machine on the market today!

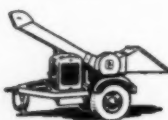
Asplundh Chippers can cut your hauling cost 75%, completely eliminate brush burning, and provide a useful, valuable by-product. So ravenous is its appetite, so powerful its motor, and so fast its chipping action, it is equalled by no other. Yet it is so simple in design that maintenance is reduced to an absolute minimum.

Write today for full details. Better—ask for a prompt demonstration, without the slightest obligation.

ASPLUNDH CHIPPER COMPANY

505 York Road, Jenkintown, Pa.

By Actual Test the Fastest Chipper Made



ing for a longer period of time. To assure the greatest impact, everyone was supposed to begin and end the campaign at the given times. The display items were made of non-permanent materials so that they would be thrown away according to instructions at the conclusion of the promotion.

Raises Out-of-State Interest

The Can-Can Carnival has awakened considerable interest in other parts of the country. Not only have there been letters inquiring about the event, but there have been orders for kits of materials from other states. Some areas are interested in the Can-Can Carnival as a basis for possible promotions of their own.

To these people in other parts of the country, as well as to California nurserymen themselves, it is apparent that there are many problems involved. However, early indications are that the results are well worth all the efforts. An enlarged promotion planned for this fall is expected to answer a number of questions which could not be answered by the spring promotion.

The concept of the campaign will no longer be new, and, with the educational work done this spring, the No. 1 problem of participation should be lessened; perhaps 300 firms will cooperate in the fall. The firms which normally have all the business they can handle in spring will be better able to judge the value of the state-wide promotion in an off season. And, of course, what everybody is concerned with is just how successful such promotions are in achieving the original objective, namely, to increase the over-all sales of nursery stock and allied products.

CORRECTION

In the report of the final two days of the meeting of the Plant Propagators' Society published in the April 15 issue of this magazine, a summary of a talk on "Propagation of Virus-free Stone and Fruit Varieties and Understock," by Richard O. Hampton, irrigation experiment station, Prosser, Wash., appeared. Mr. Hampton was quoted as saying that cherry yellows can be transmitted in the soil. This was a misunderstanding. Mr. Hampton writes, and although the statement as given was incorrect, it is true that Dr. D. Mulder, of the institute of phytopathological research, Wageningen, the Netherlands, has reported circumstantial evidence suggesting that Pfeffingen disease of cherry may be soil transmitted in Europe.

THE ORIGINAL SWISS ROTARY TILLER

SIMAR

ALL MODELS HAVE
REVERSE GEARS

Announces THREE NEW MODELS . . .

THE MORGAN



HACKNEY MODEL 15-IN. CUT
MORGAN MODEL 20-IN. CUT
CLYDESDALE MODEL 30-IN. CUT

The Morgan horse, after which the rotary tiller illustrated at the left is named, is a stout-hearted horse, known for its all-around usefulness. Simar's Morgan Rotary Tiller is a medium-size tiller for contractor or nurseryman requiring peak production of tilling, extreme maneuverability. This is a 5-H.P., 3-speed and reverse tiller, automotive clutch, 20-in.-width cut, accommodating a full line of attachments.

SEE YOUR LOCAL DEALER FOR COMPLETE SPECIFICATIONS, OR WRITE:

E. C. GEIGER CO., Box 270
North Wales, Pa.

UNITED STATES DISTRIBUTOR

NEW SIEBENTHALER UNIT

[Concluded from page 16]

er growing, reaching maturity in about 15 years. Another first for the area is the Merion bluegrass cultivated sod to be handled by the center. The sod is entirely weedless, more thickly matted and a little greener than ordinary bluegrass. Areas planted to this grass separate driveway and sidewalk areas, as illustrated.

Included in the extensive stock of fruit and shade trees, all kinds of flowering, decorative and evergreen shrubs and ground covers carried by the new garden center, will be a wide variety of tropical plants for house cultivation. George Siebenthaler, vice-president of the firm, described the new facility as the largest single location in the country to offer so broad a selection of quality plants and related garden merchandise.

Manager of the new facility is John Groves, who has been with the Siebenthaler Co. for 35 years. The company celebrated its 90th anniversary on the occasion of the opening.

In the firm's 85th year, the initial Siebenthaler garden center facility opened in 1954 at Catalpa drive and Siebenthaler avenue, just a few yards from where a log cabin was built

Dutch and Domestic BURLAP PLAIN and TREATED

Established 1925
IMPORTERS—MANUFACTURERS
Distributors of Bird Pots,
Menne-Pots and Lerio Nursericans
J. SHORE & CO.
Chelsea, Mass.

by the original Ohio Siebenthaler family in 1807. Both locations include modern buildings, with all types of lawn and garden supplies displayed in attractive natural settings.

TREE HONORS ROOSEVELT

To commemorate the centennial of the birth of Theodore Roosevelt, 26th president of the United States, the Anne Hutchinson chapter of the National Society of the Daughters of the American Revolution recently donated to the village of Bronxville, N. Y., a 14-foot pin oak, which was planted on the grounds of the Bronxville public library.

According to an item in a Bronx-

CANS FOR GROWING

(Unwashed)

ANY SIZE

Send for Price List
and
Actual Size Required

**NEW JERSEY FARM SUPPLY
COOP. ASSN., INC.**

447 Market St.
East Paterson, N. J.

ville newspaper, President Roosevelt was honored by the chapter because he was the first president to be deeply concerned with the conservation of natural resources. The tree was given to the chapter by Lawrence Labriola, Labriola Nursery, Scarsdale, N. Y., and the mayor of Bronxville accepted the donation for the village.

STARTED recently at Lakeside, Calif., was the Paul Fremont Nursery. The owner is a graduate of an agricultural school in France.

GOODE'S NURSERY, formerly located at 410 Lillian drive, Sikeston, Mo., is now to be addressed at 205 Goode's drive, Sikeston.

SAVING THE MOST time and temper COAST TO COAST REDHEAD CAN SHEAR



cuts ALL cans
• CLEANLY
• SWIFTLY
• SAFELY!!

Retail: \$7.50
Nursery Price:
1 or 2, each. \$ 7.00
3 for 18.75
Postage extra.
Pkg. wt., 4 1/2 lbs.
each.

HANDY-MAN GRIPZIT



• SAVES
wear and tear on
cans and
fingers.

Retail: \$3.50
Nursery Price:
1 only \$3.20
2 or more
\$2.90 each.
Postage extra
Pkg. wt.,
3/4 lb. ea.

Both of these tools have
been copied.

Look for this "Handy-Man"
label. Be sure of getting the
genuine — by AYER-
LINE from our authorized
jobbers. They can save you
freight and time.



From Maine south through Virginia,
west through Pennsylvania and West
Virginia, write A. H. GUTBROD CO.,
Box 96, Irvington, N. J.

From North and South Carolina, Georgia,
Alabama and Florida, write
COLUMBIA NURSERY SUPPLY CO.,
Box 5068, Columbia, S. C.

From Illinois, Indiana, Ohio, Kentucky
and Tennessee, write A. M. LEONARD
& SON, Piqua, O.

From Kansas, Missouri, Oklahoma, Arkansas,
Louisiana, Mississippi and Texas,
write VERHALEN NURSERY CO.,
12140 Harry Hines Blvd., Dallas, Tex.

From Unnamed States Write to:

Ayer-Line INDUSTRIES, INC.
700 Jones St. BERKELEY 10, CALIF.

BOOK REVIEWS

1959 ROSE ANNUAL

In this, the 60th anniversary of the American Rose Society, the 44th edition of its major publication, the American Rose Annual, presents 33 articles well balanced between enthusiastic reports of successful rose growing and data on the efforts being made to assure continuing and enhanced pleasure with this garden favorite.

A dozen growers suggest effective techniques in varied climates north, south, east and west. Special and timely comments tell the place of roses in the two new states, Alaska and Hawaii.

Technical matters discussed include the latest development in the fungicide-insecticide tests being conducted at Cornell University, the rose genetics project at the Department of Agriculture's plant industry station at Beltsville, Md.; rose rootstock selection, observations on the genetics of doubleness in roses and recent findings in the studies of chromosomes in rose cells.

Of the 268 pages in the book, about 70 are given to the nationwide ratings of roses now on the market, presented under the heading of "Proof of the Pudding," a feature in its 33rd year of use.

Twenty-one pages of the annual present full-colored pictures of newer roses. Descriptive notes on new roses of the world occupy a score of pages, and rose patents between May 21, 1957, and August 12, 1958, are listed.

Copies of the American Rose Annual, published by Doubleday & Co., can be obtained from local bookstores at \$4.50. The Annual and membership in the American Rose Society can be obtained for \$5.50 a year by addressing the society at 4048 Roselea place, Columbus 14, O.

CALIFORNIA WILD FLOWERS

A most attractive little book has been issued by the Santa Barbara Botanic Garden, Santa Barbara, Calif., in response to popular request for an illustrated booklet on the wild flowers of that area. Entitled "Wild Flowers of the Santa Barbara Region," this book of 36 pages, 5 1/2 x 8 1/2 inches, spirally bound and with heavy paper cover printed in colors, contains reproductions of 48 native flowers. The illustrations are three to a page, and on the opposite page are paragraphs about the flow-

New BORG BORER KILLER

**PENETRATES BARK
TO KILL BORERS
AND ELM BARK BEETLES
IN TREES ALREADY INFESTED**

RETAIL PRICE

\$1.79
PER QT.

\$4.90 PER GAL.

FULLY
GUARANTEED
when used as
directed



EASY TO APPLY — EASY TO SELL

At last... a borer killer that really works — just paint it on! Available in quarts, gallons or 54 gallon drums for the trade. Some distributorships now available.

PLACE YOUR ORDER NOW...
or for more information, write to

THOMAS ENTERPRISES, Inc.
4801 S. PEORIA TULSA, OKLA.

Mention The American Nurseryman when you write.

Garden-Craft

REED FENCING

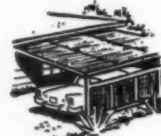
SELLS ON SIGHT — FULL PROFIT



MAKES OUTDOOR LIVING EASY



**PROTECTION
FOR
GARDEN
PORCH
AND
PATIO**



**BEST QUALITY GUARANTEED
WRITE FOR FREE BROCHURE**

Rattancraft

1933 S. Broadway, Los Angeles 7, Calif.
Phone: Richmond 7-7217
Warehouses: Baltimore, Houston,
Los Angeles

ers. The text was provided by Katherine K. Muller, director of the garden, and the photographs were made by Campbell Grant. The accurate photographs are beautifully reproduced in color.

Although the flowers mentioned in the book were selected for their proximity to Santa Barbara, many of them occur over a much wider geographic area. The book can be ordered from the Santa Barbara Botanic Garden at \$1 per copy, plus 10 cents for tax and postage.

LANDSCAPES FOR USE

Planning gardens for use by people is the underlying theme of a recent addition to the Sunset book series of the Lane Publishing Co. titled "Landscaping for Modern Living." This work is a revision of a popular predecessor, "Landscaping for Western Living," that was used successfully in the rest of the United States and in foreign countries. The new edition serves more completely those readers beyond the west; every climate is considered, and the work of more than 50 landscape architects is pictured.

With 190 pages and a colorful cardboard cover, the book, 8x11 inches, is available at \$2.

Solutions for specific problems that the homeowner is likely to face in satisfying his desires for outdoor living are effectively presented in large reproductions of photographs of actual sites and in diagrams and drawings. The technique of approaching problems, be they of site, temperature, use or cost, is given good background in discussions of practical landscape procedure.

While structural features in garden planning receive much delineation in the illustrations, ample attention is given to the values of plants themselves. Chapters on color in the garden and on selecting plants contain substantial lists of materials. The final chapter, on estimating costs, gives average figures for typical situations.

TEXAS FIRM'S PURCHASE

The Aldridge Nursery, Von Ormy, Tex., recently purchased a farm consisting of 320 acres in Frio county, seven miles southwest of Devine and two miles west of Big Foot. The property is a half mile wide and one mile long.

The soil is a fertile chocolate loam. In the usually dry southwest Texas area in which the Aldridge Nursery operations are centered, irrigation is a necessity. Every inch of the new



*... when you have a

YORK RAKE

Now you can tackle all kinds and sizes of landscaping jobs—from residential lawn building to parks, golf courses or athletic fields comprising many acres. The versatile YORK RAKE reduces grading, leveling, spreading topsoil, raking out stones and roots and preparing a fine seedbed to a fast, economical mechanical operation. The "built-in" ruggedness of the YORK RAKE assures year after year of trouble-free service.

These optional attachments increase YORK RAKE'S usefulness:

SCARIFIER—mounts ahead of rake . . . rips up hard-packed soil, providing loose material for rake. Quickly raises or lowers as needed.

CASTER WHEELS—help even inexperienced operators to do really smooth final raking.

BLADE—for ditching, terracing, light bulldozing.

Model RE rakes up to 8 ft. wide, angles to either side, fits tractors with standard 3-point hitch. Other models for lighter tractors.



GET THE FACTS

on how YORK RAKE can speed your landscaping operations. Write for literature and nearest dealer's name.



Dept. N-96

PIONEER MANUFACTURER OF MECHANICAL RAKES

SAVE TIME SAVE LABOR

with our K.W.H. KNAPSACK MISTBLOWERS and DUSTERS, 1 and 3-H.P. models.

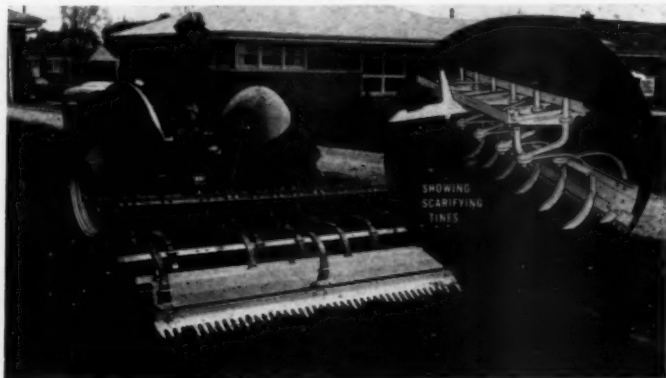
K.W.H.-75 MISTBLOWERS, equipped with 3-H.P. engine, give complete mist penetration to 50 ft.

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place can be watered as needed. Two deep wells equipped with 10-inch turbine pumps supply 2,000 gallons per minute into an 8-inch underground distribution pipeline that traverses the full length of the half section. Outlet risers with valves are spaced at 60-foot intervals in the pipe line.

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Buildings on the farm include one 4-bedroom and one 1-bedroom home of permanent construction and one packing and storage barn 30x120 feet, plus a complete mess hall and kitchen and sleeping quarters for 16 workmen.

MAIL-ORDER SALES

[Continued from page 14]

worst winter we have had in many years. However, our severe winter continued through March in the areas where we do a good share of our business; consequently, our March mail-order volume was down.

"We thought that this trend might continue through April; however, our April business was as good as it was a year ago, and that included our cash-and-carry, mail-order and commercial orchard business. I feel that our May business will be down, because of the prolonged hot spell that we are experiencing.

"We did not expect to do any more business than we did a year ago, and we are a little disappointed, because of the decrease we had in March, in our mail-order department. If business continues as it is now through the month of May, I imagine our mail-order volume will be down 5 or 6 per cent, although our over-all total business may not show a decrease.

"Transportation of nursery stock has not improved, and rough handling is still prevalent. It is almost impossible to be sure that our shipments will arrive in good condition. There have been some delays, causing a great deal of anxiety from our customers. There isn't much we can do about it, until Railway Express and parcel post improve.

"The trend toward dwarf fruit trees has increased considerably here, at the expense of the regular fruit

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tree stock, and I am sure the dwarf fruit tree business will be good for several years, because of this material's suitability for planting in small areas.

"I have checked with the other mail-order nurserymen in this area, and find conditions with them are much the same as they are with us. They blame the decrease in mail-order volume to the severe spring weather and to the decline in the automobile market, which decreased Michigan business to some extent.

Late Iowa Planting Season

Severe winter and cold spring both affected sales in Iowa, accord-

ing to Wayne Ferris, Earl Ferris Nursery Co., Hampton, Ia.

"Weatherwise we have had a hectic season. In March some blizzards practically marooned us. In fact, I was 30 miles from home, and the snow was so deep I could not get home for two days. This did not help the sale of nursery stock during March and made the complete sales season very late.

"Due to the hard winter, many roses and other plants froze out; so we have had a good sale on roses. It is impossible as yet to tell how our season will turn out. We need rain now, but business is still coming in good (May 4). We hope that May

will be a good month, because of the lateness of the planting season."

Iowa Gains Continue

George Rose, Henry Field Seed & Nursery Co., Shenandoah, Ia., writes of a gain over last year's sales with this and other firms in the area, commenting further on the spring trade as follows:

"Our business has shown an overall increase again this year. The gain is 5 per cent at present (May 11), and we are running ahead every day now, so I expect we shall show a little more than that by the end of our selling season in June. In this

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Samuel Cabot

matter, conditions have lived up to our expectations, as it seemed to us last fall that, barring extremely bad weather or some catastrophe, we should have a good business this spring. All of the nurseries in our neighborhood seem to be doing a better business than they did last year, which was a good business year indeed.

"We have noticed a considerable increase in sales of deciduous materials and house plants and a slight dropping off in perennial plants. Strawberry sales have dropped for the third consecutive year; we think that people still remember the loss of their strawberry plants during the drought years in the midwest and are not yet prepared to replant. As usual, gladioli, dahlias and related bulbs and tubers have sold like hotcakes.

"Nurseries in this area, including Inter-State Nurseries, Mount Arbor Nurseries, Shenandoah Nurseries and ourselves, have sent a considerable quantity of their parcel post shipments east of the Mississippi in combined semitrailer loads to the Cincinnati, O., post office, where they were put in the mail for customers.

"This plan has speeded delivery of our shipments, has avoided considerable handling damage to the shipments and has reduced postage costs.

"We have experienced great difficulty in obtaining sufficient supplies of some fruit trees, such as apricots, some plums and some cherries, and toward the latter part of our shipping season have noted a sharp tightening of the supply of roses, which seemed to threaten a glut the first part of the season."

Minnesota Replacements Needed

May selling activity after a rain ended a drought period was establishing the season's business record, wrote Kenneth E. Relyea, Farmer Seed & Nursery Co., Faribault, Minn., in a letter dated May 11, as follows:

"There was considerably more interest this year in fruit tree planting over and above that of the past years. Our sales have been about the same as in 1958.

"In our retail stores we definitely note an increased interest in fruit tree planting, along with a considerable pressure on the rose supply. The winter was especially bad for roses in Minnesota. We had little snow, with deep frost penetration. Last fall we went from a mild November to a severe December, temperaturewise, and while it is too early to give an accurate estimate as to

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the losses in roses, I believe it would be safe to guess at a 75 per cent kill, state-wide.

"We are now at the peak of our selling season (May 11), and the success of the season depends on what happens weatherwise and customerwise in the next two weeks. Minnesota was very dry until the first part of May. Since that time there have been three and one-half inches of rain locally and considerably more state-wide in the drought areas. This has encouraged planting and cultivated the gardening fever in many people.

"We are hopeful that this enthusiasm will continue, and while it is a little late to make any great impression on the mail-order end of our business, we feel that it will increase carry-out trade in our six retail store locations."

Missouri Increase, 30 Per Cent

Delivery delays cast the main shadow on a notable increase in sales in Missouri, indicates Joseph B. Weston, president, Neosho Nurseries, Neosho, Mo., who writes in the following letter:

"Our mail-order business this spring showed a nice increase over that of past years. The weather has been good all season, and a sizable increase was shown each week until April 30. With 90-degree weather now (May 4) business has fallen off, and we will wind up the season quickly. Even so, our increase should reach 30 per cent. We have 20 per cent more orders than last year and the year previous, and they are going to average about 10 per cent larger in size.

"Our best increases this year were in roses, perennials and spring bulbs. They were up from 30 to 70 per cent. Some of this increase was our promotion, but some undoubtedly is a trend. Shade trees and ornamental shrubs and trees held their own or showed some increase. Fruit trees were rather slow; small fruits were off considerably.

"We have had more complaints than usual this year on poor transportation service. Both the motor freight lines and the postal department were unusually slow in their handling.

"We are quite happy with the business we enjoyed this year. We intend to increase the number of catalogs for next year and hope for equally good conditions."

Excellent spring business that extended late into the season and a continuance of the trend toward budget buying are noted in this report from Hugh Stevenson, Forrest Keeling Nursery, Elsberry, Mo.:

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Retail	Packed	Dealer
8-oz. . \$1.50	12 to case	\$10.80
1-pt. . 2.50	6 to case	9.00
1-qt. . 4.50	6 to case	16.20



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1-pt. . 2.50	6 to case	9.00
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This versatile insecticide concentrate gives customers an easy do-it-yourself way to control termites. Many uses for household and garden pests, especially ants. Contains 8 lbs. Chlordane per gallon.

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4-oz. . \$1.25	12 to case	\$ 9.00
1/2-pt. . 2.00	12 to case	14.40
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"We are most gratified with the results of the mail-order business this spring. It started well and continued so throughout the spring period. Surprisingly, mail orders are still being received at a lively clip as of May 5, when we are ordinarily completely through shipping. We have never before had so many mail orders so late in the season.

"Weatherwise the spring was very good for all types of nursery selling; no adverse weather halted planting anytime during the spring season. It is our own observation that people are still budget buying. Mail-order purchasers appear to be especially attracted to good values and promotions this spring.

"At the same time our mail order analysis indicates some reluctance to purchase shrubs underpriced as well as those carrying a high price tag! There seems to be a "right" price for most trees and shrubs, and anything lower or higher can be a deterrent to sales."

EFFECT OF HUMIDITY ON PLANT GROWTH

In order to determine the effects of humidity on the growth of plants, 90 young, hardy conifers and 80 broad-leaved, less hardy plants were grown for five months in conditions of low and high relative humidity at the Michigan agricultural experiment station, East Lansing. H. Arthur Whang, Donald P. Watson, Fred B. Widmoyer and Richard F. Stinson report the experiment in the station's Quarterly Bulletin, volume 41, No. 1. The conifers used were *Juniperus chinensis*, *Pinus nigra*, *Taxus cuspidata andersoni*, *Taxus cuspidata capitata*, and *Taxus media hicksi*. The more tender, broad-leaved plants were *Cissus rhombifolia*, *Dracaena godseffiana*, *Peperomia obtusifolia variegata* and *Scindapsus aureus*.

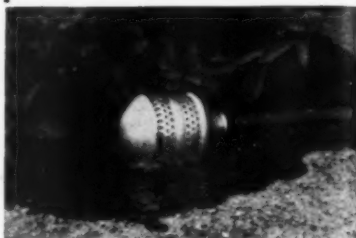
For the experiment, two chambers were constructed on a laboratory table facing an east window. One of these was left open, and the other was covered with Saran film to conserve humidity, nine potted specimens of each of the conifers and 10 rooted cuttings of each of the broad-leaved plants being placed in each chamber.

In the open chamber, daily temperatures and relative humidities averaged 74.6 degrees Fahrenheit and 34.4 per cent, respectively. Average temperatures and relative humidities of 77.2 degrees F. and 91.9 per cent, respectively, were maintained in the covered chamber.

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age humidity, similar to that in most homes during the winter months, required approximately four times as much water as the plants in the high-humidity chamber. Among the conifers there was no consistent increase in fresh or dry weight as a result of the difference in relative humidity. In general, in the high-humidity chamber, terminal shoots of the conifers produced long, weak new growth, and there was a marked increase in the thickness of the leaves.

With the less hardy, broad-leaved plants, linear growth and fresh and dry weight were superior in high relative humidities, with the exception of *Dracaena godseffiana*, which appeared to grow as well or slightly better under conditions of low relative humidity. With the same exception, leaves of all the plants in the high-humidity chamber were larger

and thicker than those produced in the lower humidities. Cells of the smaller leaves (produced in the low-humidity chamber) were smaller, more closely compacted and contained more and smaller chloroplasts.

TRAINEES FROM ABROAD

Among the employees of the Conard-Pyle Co., West Grove, Pa., are sons of two well-known West German nurserymen, who are spending several months with the firm to study American nursery operations. Gerd Horstmann is the son of Adolf Horstmann, operator of a 400-man nursery at Elmshorn, the largest in Germany. The other young German working for the Pennsylvania firm is Harry Koop, whose family operates a somewhat smaller nursery.

Both men work daily at such jobs as potting, selling, packaging, ship-

ping, etc., learning first hand what American methods and procedures are. In addition, they spend some time studying office mail-order techniques.

JOHN B. STRANDER, Tukwila, Wash., president of the Washington State Nurserymen's Association, was appointed recently to the horticultural advisory board of the State College of Washington, Pullman, Wash.

VITO R. BERTOLD has opened a nursery and landscape decorating service at 6246 Redwood, Marin, Calif. He will be assisted by his wife, Mary.

RECENTLY expanded to include a garden center were Ellis Nursery & Garden Center, 1358 Morrell street, Oak Cliff, Tex.

Hardy Azaleas and Rhododendrons

Reported by Kenneth Bradley

An evaluation of azaleas and rhododendrons for northern planting and a discussion of breeding work being done with these plants were presented by Dr. Robert L. Ticknor, associate professor of nursery culture, Waltham field station, Waltham, Mass., at the Connecticut nurserymen's short course held early this year at the University of Connecticut, Storrs. As a background, he stated that field testing for hardiness of evergreen types of azaleas has been under way at the Waltham field station, Waltham, Mass., since 1951. The most severe winterkilling was observed during those years in which a dry season was followed by abundant October rainfall that forced late growth.

He also described a hardiness-testing program, in which salt diffusion from frozen plant parts is measured, used at the university's laboratory. The system offered aid, he felt, in predicting azalea hardiness in conjunction with a plant-breeding program, but the equipment involved probably would be too expensive for a grower. As for testing hardiness in rhododendrons, he pointed out the need for first establishing new standards, as preliminary work has shown that temperatures must be quite low to produce measurable injury.

Hardy Red Azalea Sought

Dr. Ticknor continued his remarks on azaleas by commenting upon the apparent hardiness of some of the plants tested. Acknowledging the popular demand for bright colors, he pointed out that he has not yet found a really good, red-flowering azalea that is reliably hardy in the northeast. In tests, the popular Kurume-type Hinodegiri, one of the best of the red-flowering types, rated intermediate, being hardy only in protected areas.

Another Kurume type, amoena, proved hardy, but the magenta color is far from being a clear red. He mentioned the United States Department of Agriculture type carinata splendens as a possibility and stated that the Kurume-type Hino-Crimson is harder than Hinodegiri. The red-flowering Kurume-type John Caerns proved hardy in the test, and field test observations this spring should give more information on the hardiness of this plant.

Among the other azaleas in the red category discussed by Dr. Ticknor as rating hardy in the tests were La Lumiere, whose blooms fade badly in the sun, and the Gable-type P2G, which seems to be a little more evergreen, but grows more upright than Hinodegiri or Hino-Crimson.

Concerning hardiness of the various groups of azaleas, Dr. Ticknor emphasized that one cannot make the broad statement that one group is harder than another. However, in the field station tests, it has been found that a few more of the Gables than of the Glenn Dales are apparently hardy and that the Kaempferi types vary, many of the plants being hardy but rarely blooming. He suggested that those interested in further information on azaleas and rhododendron species read Dr. Clement Bower's book, "Winter-Hardy Azaleas and Rhododendrons."

In opening the part of his talk dealing with rhododendrons, Dr. Ticknor commented that a com-

parison of lists of plants available in commercial nurseries in the New England area at the present time shows few additions to, and many omissions from, the list of rhododendrons in Bailey's "Standard Cyclopedia of Horticulture," which was written early in the century. He added that colorwise, for the northeastern part of the country, there has been practically no change from rhododendrons available in the past.

"A study of lists from England and some of the other European countries, however, or even from the west coast of the United States reveals a large number of newer varieties and colors. Dr. Ticknor believes the reason that none of these types has been available in the northeast is that European breeders gave up the species catawbiense as a base in their hybridization, which meant loss of hardiness.

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ing in the United States to bring in varieties or develop hybrids that will be hardy, he predicted a rapid change in a few years. New propagation techniques that enable rapid increase of types by cuttings greatly shorten the number of years required to make stock available for the market.

Dr. Ticknor pointed out that breeders in the United States are attempting to combine the hardiness of *R. carolinianum*, *catawbiense*, *maximum*, *smirnowi* and *brachycarpum* with the tender but colorful species and varieties more recently introduced. He believes there is a great reservoir of material which can be used, particularly in hybridization, to increase the range of plant types and colors. He also noted the wide range of leaf size in rhododendrons, from the approximately 1/4-inch leaf of *R. impeditum* to the nearly 2-foot, fanlike leaf of the species *grandi*, which grows to a height of 50 to 60 feet in Scotland.

Two series of rhododendron slides were shown, the first group illustrating hardy species. *Roseum Elegans* was declared one of the better *R. catawbiense* hybrids. Showing a slide of *R. smirnowi*, Dr. Ticknor commented that it has been used to some extent in hybridization and has a particular advantage in that its leaves' woolly undersurface is resistant to the troublesome lace wing fly. He added that, unfortunately, this characteristic was lost in the F-1 (first) generation. Several interesting slides were shown of *R. smirnowi* hybrids growing at the Arnold Arboretum, Jamaica Plain, Mass., and at the Case estate, Weston, Mass.

Early-Flowering Types

As an example of *R. caucasicum*, one of the first of the rhododendrons to bloom, the white-flowering hybrid *Boule de Neige* was shown. Another early-flowering type was *R. carolinianum* P. J. M. (a hybrid from Weston Nurseries, Inc., Hopkinton, Mass.), which comes into bloom just as the flowers of the *mucronulatum azalea* are fading. Dr. Ticknor remarked that, while the bloom color of P. J. M. may not be completely desirable, the foliage is interesting, being purple in winter and an attractive green in spring.

About the small-flowered hybrid species, *R. laetevirens*, he noted that breeders are trying to hybridize it to restore the flower size of its parent, *R. carolinianum*, and still retain the low habit of growth. He added that this is a slow process,

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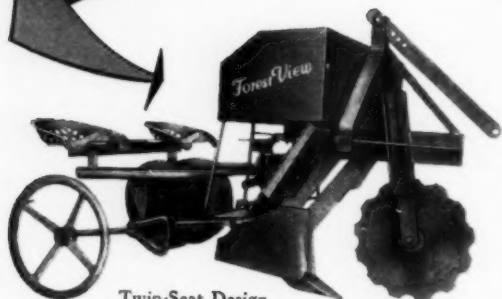
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since even in the greenhouse it takes two years to grow a plant from seed to flowering size and much longer to determine growth habits.

Still another early-flowering species shown was *Rhododendron racemosum*, a low-growing plant, suitable for hybridization. Although the flower size is small, the quantity of bloom plus the low habit of growth makes it a most interesting plant.

Dr. Ticknor illustrated a second and less hardy group of rhododendrons with slides taken on the west coast. As a means of indicating the hardiness of this group, he explained the code of hardiness proposed by the American Rhododendron Society, wherein H-1 means the plants will stand a temperature of 25 degrees below zero; H-2, 15 degrees below zero; H-3, 5 degrees below zero; H-4, 5 degrees above zero, and H-5, 15 degrees above zero.

West Coast Rhododendrons

The first plant shown was *R. keiskei* (H-2), which can be grown in Connecticut in a protected spot. This attractive, yellow-flowering relative of *carolinianum* blooms early and grows to about three feet in height. Dr. Ticknor commented that he would like to try hybridizing this plant with the white variety of *carolinianum* in an effort to produce a somewhat hardier plant, while retaining the yellow flower color. Another compact little plant that might be developed for the north was *Moonstone* (H-3), derived from the species *williamsianum*. It grows to a height of two feet in 10 years and has blooms edged with cream pink.

More Recommendations

The yellow apricot flowered *Ostbo's Yellow B* (H-3); the soft salmon-flowered *Azore* (H-4), which grows six feet tall in 10 years; *Unknown Warrior* (H-4), an early-blooming variety reaching a 4-foot height in 10 years, and the late-blooming variety *Romany Chai* (H-3), which reaches five feet in 10 years, were also shown in slides.

The speaker suggested the deep red-flowering variety *Mars* (H-2) as one that should grow in more protected areas of Connecticut. It should be about five feet tall at 10 years. The interesting flowers are spaced so that each truss is individual.

A low-growing species, two feet at 10 years, useful in hybridization work, is *R. haematodes* (H-4). Dr. Ticknor feels a hardier hybrid from this species might be useful for planting ranch-style homes. The least

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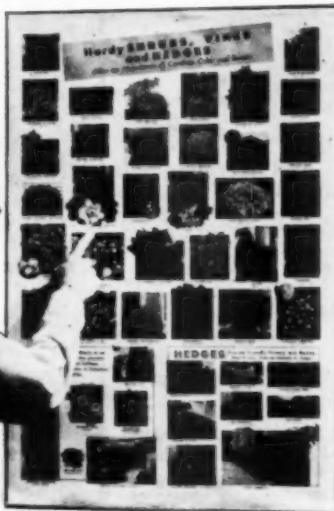


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hardy plant in this group was Gill's
Crimson (H-5), an early-flowering
type reaching six feet at 10 years.

Another plant shown was R. im-
peditum (H-2), growing at the Case
estate, Weston, Mass. With leaves
only one quarter of an inch long, it
should reach one foot in height at
10 years. A hybrid of impeditum,
Blue Tip (H-3), grows three feet
tall in 10 years. Dr. Ticknor com-
mented that, although considered to
be a blue rhododendron, it, like
many other blue-flowering plants, is
not actually a true blue. The final
plant shown in this group was Pur-
ple Splendour, which, although bor-
derline in hardiness for Connecticut,
is probably the best dark purple-
flowered type available.

Day Length Factor in Breeding

Dr. Ticknor emphasized that one
of the problems in breeding rhodo-
dendrons is that they normally take
five to seven years to come into
bloom, so that about 30 years is re-
quired to bring a new type into com-
mercial production. Therefore, he
has been experimenting with the
growing of these plants under lights.
With the help of this increased
photoperiod, some plants have flow-
ered in two years.

This system was of particular help

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because most of the crosses are made between hardy and tender plants and are normally of intermediate hardiness. He can now grow them on more rapidly to the next generation in an effort to obtain segregation, through which desired flower types can be combined with the hardiness derived from either *R. catawbiense* or *R. brachycarpum*.

Dr. Ticknor remarked that one of the outstanding earlier efforts to increase the color range and flower size of rhododendrons grown in the northeast and to add fragrance to them was made by the late C. O. Dexter, Sandwich, Mass. Many plants of this origin have proved hardy in the vicinity of Boston. He noted that it is unfortunate that Mr. Dexter did not make greater use of hardy species in his hybridizing. While many of these hybrids would have helped toward the goal of a complete rhododendron color range, some are not hardy.

Many Plants Removed

In the course of a brief account of the estate since the death of Mr. Dexter in 1945, the speaker mentioned that probably thousands of plants were removed from the grounds, but a great many large specimens remain. About one and one-half years ago, the estate was acquired by Marvel Industries, Inc., and has been set up as a division of the corporation to engage in propagating these plants and offering young plants for sale in the near future. Dr. Ticknor concluded his talk by showing an excellent group of slides illustrating the color range of the plants which remain on the estate.

In answer to a question regarding the hardiness of *Rhododendron laetevirens*, or *wilsoni*, Dr. Ticknor replied that the plant itself is perfectly hardy at Waltham, there being no burning of the foliage even in full sun. However, the buds and blooms are poor, which is his reason for trying to cross it with *carolinianum*.

To another question as to when cuttings should be taken for best results, the speaker replied that the growth on evergreen rhododendrons has to be firm before cuttings can be rooted successfully; therefore, the season for propagating them starts in August and varies from one variety to another, depending on when the growth becomes hardened off.

The last question asked of Dr. Ticknor concerned the growing of his rhododendrons under light. He stated that artificial lighting was supplied from 10 p. m. to 6 a. m.

NEW BULLETINS

"MAPLE TREE PROBLEMS"

"Maple Tree Problems," a brief bulletin written by H. C. Miller and S. B. Silverborg, respectively, assistant professor of biology and research associate in forest pathology at Syracuse University, Syracuse, N. Y., was recently issued by the tree pest information service of the state university college of forestry at Syracuse University.

The bulletin is intended to help owners of shade and ornamental maples better understand some of the serious disease and insect problems which may affect their trees. It gives a general diagnosis of maple tree problems, covers specific problems caused by nonparasitic agencies and disease-producing organisms, discusses the effect of insect and mite pests and briefly recommends methods for the general care of maples. Illustrated with drawings throughout the text, the bulletin contains a list of useful references and names pamphlets giving additional information on the subject and the sources from which they can be obtained.

CENTURY OF RESEARCH

Because the year 1958 marked the centennial of the organization of the Illinois Natural History Society, the activities and museum of which were crystallized into the state laboratory of natural history after one year and subsequently became the Illinois natural history survey, the survey's bulletin dated December, 1958, volume 27, article 2, is a historical account of "A Century of Biological Research." With some portraits of its directors and a few other illustrations, this 234-page bulletin contains an interesting account of the various forms of research which have been undertaken by the survey. Of these, the work in economic entomology and in applied botany and plant pathology are well known to nurserymen.

PEST CONTROL BOOKLET

Now available from the extension service of Michigan State University, East Lansing, is the third revision of its extension bulletin No. 269, Controlling Insects and Diseases on Ornamental Trees. The bulletin was prepared by the departments of botany and plant pathology, entomology and horticulture and gives insect and

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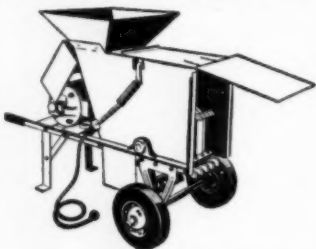
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EXHIBITORS' GUIDE

A 12-page booklet, 100 Suggestions for Convention and Trade Show Exhibitors, is a special research report by Manpower, Inc., Milwaukee, Wis., intended to help exhibitors avoid the last-minute problems confronting them at the shows, to assist them in planning some of the basic components of their booths and to show them how to convert visitors' queries into sales.

Included in the booklet are pointers on show evaluation; cost factors; exhibit planning; staffing the booth; building, dismantling and shipping the booth; sales presentations, and a check list for one, 30, 60 and 90 days prior to the show's opening.

The booklet can be obtained free of charge from Manpower, Inc., 810 North Plankinton avenue, Milwaukee 3, Wis.

NEW FRUITS AND NUTS

List 13 in the register of new fruit and nut varieties, by Reid M. Brooks and H. P. Olmo, of the University of California, Davis, occupies 19 pages of a 24-page reprint from the 1958 proceedings of the American Society for Horticultural Science. Descriptions include the time and place of origination, characteristics and habit of growth. The booklet also includes an index, a list of the patented varieties and the names of the cooperating horticulturists.

HARRY A. MARKS, vice-president of Germain's, Inc., Los Angeles, Calif., has been made an honorary life member of the California Seed Association. He is the seventh person to receive this honor since the association was founded in 1940.

CONSTRUCTION was completed recently of a 36x68-foot building at J. E. Miller Nurseries, Canandaigua, N. Y., which will house the mail-order packing operations.

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Legal Decisions

STOCK WARRANTIES

An old decision by the New York Court of Appeals seems still to reflect rules of law applicable to nursery stock sales generally recognized by the courts. (101 N.E. 797.) The decision stressed the importance of the fact that an ordinary retail buyer is not able to judge from the appearance of young fruit trees whether they are of the variety called for by his signed order. The court upheld plaintiff's right to collect damages because peach trees sold him by defendant were not of the varieties covered by his order. The order contained this clause: "Any stock which does not prove to be true to name as labeled is to be replaced free, or purchase price refunded, and all stock to be delivered in a thrifty and healthy condition. The signer is notified that agents are not authorized to plant stock nor to collect pay for this order, without written permission from us."

Defendant's lawyers argued that the language used in the contract, "any stock which does not prove to be true to name as labeled is to be replaced free, or purchase price refunded," should be construed as a limited liability on the part of the defendant for any damage resulting under the contract. In support of the reasonableness of such interpretation, stress was laid upon the absence of fraud or misrepresentation in the sale; that in view of the price at which the trees, substantially all budded, were sold, out of which defendant paid for boxing, freight and commissions, no nursery would or could have sold the trees and assumed a risk greater than that which was specified in the contract, especially when such dealer had no more means of knowing that the variety of peaches was as labeled than that possessed by the purchaser.

Court Opinion

The court of appeals said: "The form of contract was furnished by the defendants, and under well-established principles any doubt as to the meaning of the terms employed must be resolved in favor of the plaintiff. The defendant was engaged in the nursery business, for how long a time does not appear, except by implication. Mr. Brown, the president of defendant, testified that he had been in the nursery business

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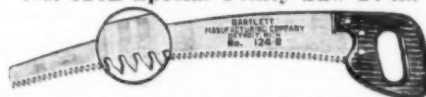
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Size $\frac{1}{4} \times 4$ ins. Strong, high-grade vinyl plastic with smoother surface for easy marking. Durable, long-wearing, can be re-used. Will not curl or crack. Other style pot labels in wood and metal. All plastic pot labels available in colors: red, blue, yellow, green, orange, white. Also special orchid small sizes available in all styles.

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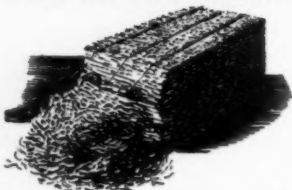
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25 or 26 years, and we may assume that the defendant corporation succeeded, in whole or in part, to his business. The plaintiff was a farmer without previous experience in the culture of peaches; he could not discover for a period of three or four years the variety of peaches, if any, the trees would bear. When he purchased the trees, he was justified in relying upon the superior knowledge of the defendant as to the quality of the trees to be selected and furnished by defendant.

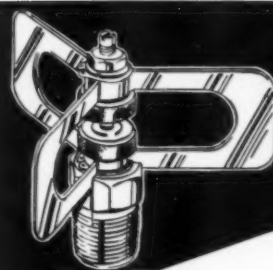
Defendant Chargeable

"The defendant was chargeable with notice of the purpose for which the trees were to be used and also had knowledge that the trees would not attain to the bearing point for a period of three or four years, during which time plaintiff would be required to devote his time, together with labor and expense, to the cultivation of the orchard. It would be unreasonable to hold, under the terms of this contract, that at the end of three years, should the trees prove valueless, the only obligation was to furnish a supply of new trees, or refund the purchase price. In such a case, while defendant would sustain a loss to the extent of the original cost of the trees, the loss to plaintiff in the use of land, expenses of cultivation, etc., might prove very substantial."

Canadian Decision

In a Canadian case (19 Ontario Law Reports, 88), there was a sale of nursery stock under a warranty that the stock was not warranted further than to be delivered in good condition, and should any of it prove to be untrue to label, and not equally so good as the variety ordered, such stock would be replaced free or the purchase price refunded, which should be settlement in full of all claims. This warranty was construed to be a general warranty as to the condition of the stock. The provision for replacing the stock if it should not prove true to label, etc., was declared to apply only where the stock was not true to label and had no application to that portion of the warranty relating to the condition of the stock.

In a case heard by the appellate division of the New York Supreme court (146 N.Y. Supp. 465), it was decided that a clause in the contract for the sale of nursery stock, permitting the replacement or the refunding of money, was intended merely to provide for incidental errors in the delivery of the trees and not for an entire failure to perform the conditions of the contract.



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3 1/2" x 3/4"

- Patented cardboard backing permits easy embossing with ordinary lead pencil.
- Heavy eyelet. Copper-wired.
- Attractive silver Aluminum, backed with yellow cardboard.
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500 for ... 10.00 100 for ... 3.00

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2x2x36 ins. (36 per package).... 19.75
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3x3x36 ins. (16 per package).... 19.95
3x3x48 ins. (16 per package).... 27.65
4x4x60 ins. (9 per package).... 38.60

NATURAL SECTION POLES

3x36 ins. (20 per package).....\$14.00
3x48 ins. (20 per package)..... 19.80

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EMLONG CONSTRUCTION

Routing of the new Chicago-Detroit expressway has necessitated reconstruction of the facilities of Emlong Nurseries, Inc., Stevensville, Mich. C. R. Emlong announces that the firm is erecting a large, modern building in which the nursery's entire indoor operations will be housed. Presently, the garden center is separated from the main building. After the new building is completed, Emlong's hopes to make the cash-and-carry department a supermarket offering self-service during the rush season.

SOUTHERN REPORTS

[Continued from page 9]

a drug on the market at present and probably will be until the plantings are cut down.

"We had all the help we needed for this spring, but, as usual, not enough of the best type. Our shipping caused no problems to speak of except at the close of the season, when the local strawberry shipping got into full swing, taking up part of the truck facilities.

"There seems to be a large supply of all stock at the present time with the exception of a few hard-to-grow items that are always scarce. We are trying to hold our planting to a fairly regular quantity each year, showing very little increase the past few seasons. I see little chance for any considerable price increase, because of the amount of material."

Foresees Alabama Shortages

Henry H. Chase reports highly satisfactory spring sales in his letter from the Chase Nursery Co., Chase, Ala., but foresees possible future shortages in staple items because of weather damage to fall-planted stock in the area. His comments follow:

"Business was excellent with us this spring in most lines. The only noticeable slack off was in some of our coniferous lining-out material, but all lines of ornamentals moved well. As a matter of fact, we are completely out of a good many staple items like forsythia, weigela, magnolia and dogwood.

"Weatherwise the season was pretty rough. A lot of our fall-planted cuttings took a bad beating, and one or two small fields were a complete loss and have been plowed up and started over again. We think this same situation prevails through most of this area and is likely to cause a shortage of some staple commodities a couple of years from now. Our spring plantings are all in the ground in good shape, and now it

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inside and outside
can be stored outdoors

Ready to use

6
cu. ft.
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MORE CUBIC FEET—GIVES MORE COVERAGE

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6 cu. ft.
40 to 50 lbs.
covers
72 sq. ft.
One inch deep

1 cu. ft.
approx. 8 lbs.

SEED
PEAT
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2 cu. ft.
50 lbs.
covers
24 sq. ft.
One inch deep

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*Volume (cu. ft.) is constant. Weight depends on moisture. Add water to increase weight and to give dark color.

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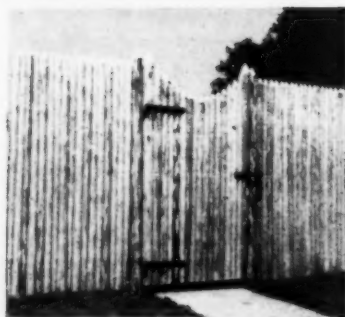
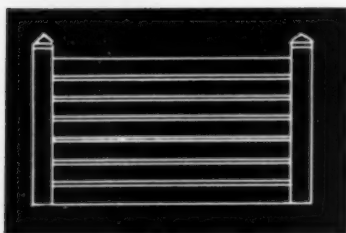
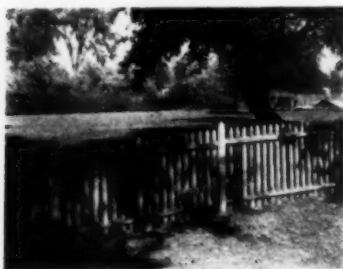
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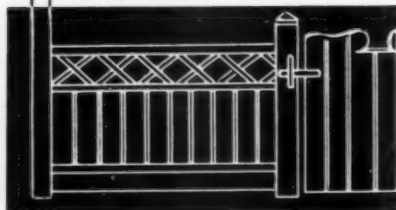
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Bay City, Michigan



has turned wickedly hot and dry. We are in desperate need of rain, as our irrigation system covers only a comparatively small percentage of our acreage.

"We believe we can foresee a slight increase in price next year on some of the popular flowering shrub items. Our volume continues satisfactory, but our cost of doing business is certainly skyrocketing, both in material and in labor, and we think there is going to have to be a general increase in our price structure for us to keep solvent."

Kansas Retail Demand Off

A low reorder percentage from retail outlets and labor difficulties marred an otherwise satisfactory season in Kansas, according to John J. Pinney, Willis Nursery Co., Ottawa, Kan., who reports as follows:

"The past season has been rather hard on the cash-and-carry nurseries in this area. There have been few week-ends that were not spoiled by rain or cold. It seems that cash-and-carry nurseries must have good weather on week-ends if they are going to enjoy good business. Some of these operators report a drop in sales below last year's level. As a result of this there was not much reordering.

"On the other hand, landscape nurserymen report more business than they were able to handle. In fact, some of the customers became so dissatisfied by the delay in planting that they canceled their orders. Aside from this, the landscape nurserymen seem to be happy with their spring business.

"Generally speaking, the labor situation was bad all over the area. Nearly everyone complained that he not only had difficulty getting help on the job, but still greater difficulty keeping it. That, certainly, was our experience; our labor turnover this season was the heaviest that we can recall.

"More and more nursery stock is being shipped by contract truck haulers, and less and less is going by rail. Express service is so poor and rates are so high that most nurserymen try to avoid express.

"As is usually the case, some items proved to be in short supply, but in general there was plenty of nursery stock to go around. Fruit trees sold very well, and the demand for shrubs was better than last year's. There is still a consistent demand for shade trees, and sales on evergreens have been excellent.

"We have no plans for any marked increase in production, and all we can say about prices is we hope they will go higher, which they will have

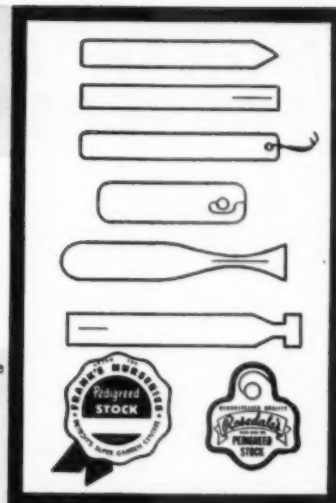
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to do if nurserymen are going to get a fair return for their investment and hard work."

Texas Has Record March

Steve Verhalen reports record March sales for the Verhalen Nursery Co., Scottsville, Tex., and increased planting of this season's sell-out items. In a letter dated May 4, he writes:

"Our shipping season has just reached its peak and will now begin to taper off if it follows the pattern set in previous years. We look forward, however, to many more worthwhile weeks of selling before the hot weather of summer arrives.

"Our wholesale business this spring has been every bit as good as last year's and perhaps better. We had the best March ever experienced here. Last year, April was the best we ever had, and this year we came very close to the same figure.

"Weather conditions somewhat hampered our shipping into northern areas. Weather was so changeable in the section of the country from Missouri and Illinois north that, after shipments were ready to go, a period of snow and freezing weather often led customers to ask us to hold up delivery temporarily. However, this may only prolong the season for us.

"Concerning the supply of stock available for next season, it appears that we will be as well stocked as we were this season, perhaps better stocked on some items that sold out early this spring, such as *Pyracantha lalandi* and various hollies. There is a heavy demand for crape myrtle in containers. We have a better stock of this item than we ever had before, but it has been selling almost before reaching salable size."

"We are completing a very good

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MIST PROPAGATION NOZZLE—finest ever developed—wide coverage—flat plane of mist. Spaced 3 ft. apart—drilled and tapped holes $\frac{1}{8}$ -in., 1-in. or larger pipe. Sample postpaid \$1.00. Satisfaction guaranteed. Send for your sample today.

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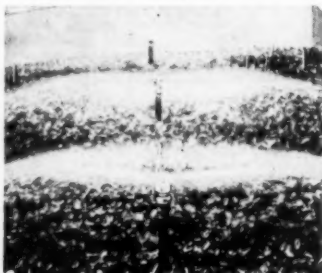
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- Keep beds moist without excessive water
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 $\frac{1}{8}$, $\frac{1}{4}$, $\frac{3}{8}$ -in. male
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pipe thread.

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FOGGER CAPACITY AND APPROXIMATE
BENCH WIDTH COVERED
at 25 lbs. Pressure, 4-Ft. Height

Orifice Size	Spray Angle Degrees	Gallons Per Hr.	Coverage 4-Ft. Height
0.9	60	0.45	24 ins.
2.0	80	1.00	36 ins.
4.6	160	2.30	48 ins.
6.4	160	3.20	60 ins.
10.0	160	5.00	72 ins.
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Monarch Spray Equipment

spring season," writes Carl Shamburger, Carl Shamburger Nursery, rose grower, Tyler, Tex. "The stock has been plentiful and the demand fairly good; but collections are a little slower than usual.

"We have had ample rain, the understocks look fine and prospects are for an excellent growing season. We are planting the usual amount and expect prices to remain about where they are."

Sales Increase in Oklahoma

Irrigation, counteracting the effects of prolonged dry periods, helped to make the season a profitable one for the Sneed Nursery Co., Oklahoma City, Okla. J. Frank Sneed also predicts fall shortages of broad-leaved evergreens and grafted junipers in landscape sizes in the following letter:

"Our fall and winter seasons have been dry, and we are still short of subsoil moisture. So far this spring we have not received much rain. But, thanks to our irrigation system, we have been able to dig and deliver a good volume of stock this spring. In fact, our business should show a small increase over last year's.

"Plantings for spring are about normal, except we shall increase our planting of grafted junipers. Our labor supply has been ample, since we used a machine for balling small and medium-size evergreens.

"A 5-below-zero freeze this winter froze back and killed a lot of semi-hardy broad-leaved evergreens, both in cans and in the field, and there will be a shortage of these plants this coming fall in landscape-size material. There will also be a shortage of grafted junipers in the southwest in sizes three feet and up; the demand for these has been increasing each year.

"We do not expect any increase in prices of nursery stock for next season, except on extremely scarce items. But it looks as though we will all have at least a 10 per cent increase in wages for common labor. This increase will probably have to be absorbed in the efficiency of our organization and supervision of workers.

"The demand for canned evergreens and for nursery stock in general should increase sales next season if the wholesalers have a supply on hand."

SOLD recently was Gillette's Nursery, Eugene, Ore., by Mr. and Mrs. Clyde Gillette to Mr. and Mrs. Milton Decker, Corvallis, Ore. Mr. Decker is attending the Oregon State College school of forestry, Corvallis.

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"Rite in the Rain"
**WATERPROOF
TREE AND PLANT LABELS**

"Rite in the Rain" labels are not just another paper label. They are made of tough tagboard and chemically treated to make them waterproof. Ordinary pencil markings do not wash off. These are longer lasting yet low-cost labels. Millions are used every year by nurserymen.

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J. L. DARLING COMPANY
BROWN'S POINT, TACOMA, WASH.

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Fritted Trace Elements Feeds plants
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when lining out prestaked Juniper grafts from D. Hill of Dundee.

EACH GRAFT IS PRESTAKED FOR YOU . . .

THIS:

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- . . . ELIMINATES EXPENSIVE FIELD LABOR TO TIE AND STAKE

AMES JUNIPER

(*Juniperus chinensis* Ames)

A broad, conical, upright Juniper with sharp, blue-gray foliage. Mature height 4 to 5 ft. Prefers sunny, exposed location. Very hardy selection made at Iowa State College in 1945.

BLUE HAVEN JUNIPER

(*Juniperus scopulorum* Blue Haven)

An attractive, compact, easily maintained silvery-blue Pyramidal Juniper. Their average height is 8 to 10 ft. and will reach this growth more readily than most Junipers.

CANAERT JUNIPER

(*Juniperus virginiana* canaerti)

Best known of the upright, green Junipers. Very hardy and good winter color. Small, bright blue berries in the fall that attract birds. Reaches 7 or 8-ft. height; 3-ft. width. Likes full sun or very light shade.

DUNDEE JUNIPER

(*Juniperus virginiana* hillii)

Favorite cone-shaped, upright Juniper that reaches 7 to 8 ft. Fast growing in fully exposed locations. Handsome blue summer color; plum color in winter. Very hardy. Most used for entrance and accent plantings. A HILL introduction.

HILLSPIRE JUNIPER

(*Juniperus virginiana* cupressifolia)

Smoother and more formal than Canaert Juniper. Fast-growing, bright green upright that will reach 6 or 7-ft. height quickly and with minimum trimming. Sunny locations best.

IOWA JUNIPER

(*Juniperus chinensis* Iowa)

Iowa Juniper is another excellent selection of the rust-apple-disease-free Chinese Juniper selections made at Iowa State College. Attractive, irregular upright growth to 10 ft. Heavy, bluish foliage. Likes sun best.

MANEY JUNIPER

(*Juniperus chinensis* Maney)

This is a dwarf, semiupright tree with gray-green foliage. Good in full sun or partial shade and especially hardy in cold climates. This tree shears well into a globe or pyramidal form, growing to an ultimate height of 4 to 5 ft.

MOUNTBATTEN JUNIPER

(*Juniperus chinensis* Mountbatten)

Very smooth, symmetrical, upright plant with rich blue-gray needles. Thrives in sun or light shade. This new plant is a Canadian introduction where it is known for its hardiness. Ultimate height 8 to 10 ft.

SILVER OR BLUE CEDAR JUNIPER

(*Juniperus virginiana* glauca)

Bright blue upright Juniper of graceful, open habit. Very effective against the modern redwood-type homes. Reaches 7 or 8 ft. Best in sunny locations. Needs annual trimming if formal effect is desired.



"75-GETS-100" INTRODUCTORY OFFER

Delivery charges PREPAID on orders for 100 grafts (no more, no less) at \$75.00 net. Cartons packed in multiples of 25. TERMS: Remittance with order.

75¢ each

IN 100 LOTS

65¢ each

IN 1000 LOTS

Sold in multiples of 25 per variety. 25 per variety at 100 rate. 300 of one variety or assorted varieties at the 1000 rate.

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